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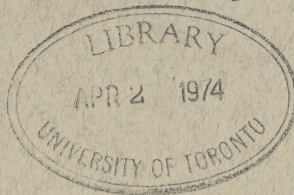
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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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RETAIL MERCHANDISE TRADE

IN

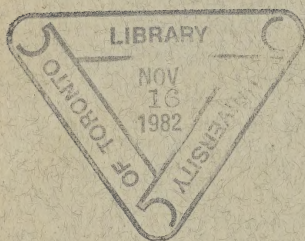
CANADA

1930

Published by Authority of the HON. H. H. STEVENS, M.P.,  
Minister of Trade and Commerce.

OTTAWA  
1934







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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1931.

CANADA - Retail Merchandise Trade, 1930

The total value of the known retail trade in Canada for the year 1930 was approximately \$3,225,000,000. Of this total, \$2,753,319,900 were reported by 125,002 retail merchandise stores and \$248,555,900 by 42,223 service establishments. The summary figures for the known retail trade are given below:-

<u>Nature of the Business</u>	<u>Total Sales (1930)</u>
Retail merchandise stores .....	\$2,753,319,900
Retail service establishments .....	248,555,900
Sales of meals in hotels .....	28,124,800
Sales of beer and wine in hotels .....	23,942,457
Miscellaneous receipts in hotels .....	8,298,587
Retail sales by manufacturing bakeries .....	51,604,889
Retail sales by manufacturing dairies .....	28,919,290
Direct sales to consumers by other manufacturers (exclusive of sales through retail branches), (estimated) .....	65,504,406
Retail sales by co-operative associations (other than co- operative stores) .....	5,326,415
Value of materials included in contracts for domestic plumbing, heating and electrical work (estimated) .....	12,000,000
	<u>\$3,225,596,052</u>

This report analyzes in detail only the trade conducted by the 125,002 retail merchandise stores. A bulletin presenting, in similar fashion, the details for service establishments will be issued shortly. Statistics for hotels and co-operative associations have already been issued, and reports are now available.

The Standard Summary of Retail Facts, which is the first table in this report, gives the salient features of retail merchandise trade in the Dominion as a whole and in each province and territory. This table also permits a ready comparison to be made of provincial figures. An examination of the Standard Summary reveals the fact that, of the total sales of \$2,753,319,900 in retail stores, 54.65 per cent were made by establishments in localities of 30,000 population or over, although only 29.15 per cent of the population resided in such localities in 1931. It is also seen from this table that the concentration of retail trade in urban centres is highest in the provinces of Manitoba and Quebec. Of course, it should be borne in mind that sales made in such localities are not confined to the residents of such areas but are made to inhabitants of a much wider territory.

The Standard Summary of Retail Facts also enables a comparison to be made of the proportion of business done by independent and chain stores. If retail stores are divided into two broad groups of independent and chain stores, it is found that 79.55 per cent of the total retail merchandise trade was handled by independent stores and 20.45 per cent by chain stores. The proportion of business handled by these two groups,



however, differs considerably in each province and also in different kinds of business.

Another significant feature of retail trade revealed by the Standard Summary of Retail Facts is the division of trade between the various size-of-business groups. For the Dominion as a whole, 56.59 per cent of the total number of stores had sales of less than \$10,000 per year and accounted for only 9.51 per cent of the total sales. On the other hand, stores with sales of \$200,000 or more per year constituted .95 per cent of the total number of stores but handled 28.53 per cent of the sales.

In the detailed tables that are presented in this report, retail stores are classified, first, by kind of business. The kind-of-business classification to which each store is assigned is based generally on the popular designation or on the principal lines of merchandise carried. The classification, however, is not identical with commodities sold. Few stores restrict their sales to any one product or group of products, and some stores - such as department and general stores - carry a wide variety of goods. The commodity breakdown of sales for leading kinds of business is shown in the individual provincial reports.

Besides being classified by kind of business, stores have also been classified according to the nature of the control or type of operation. Independent stores have been classified in two ways: first, those that are entirely independent; and, secondly, those that are members of a co-operative buying association or voluntary chain. The independent stores have been further classified as single stores, and two- and three-store multiples.

The sales on credit shown in the tables relate only to stores reporting credit business. In view of the fact that it was necessary to omit figures for chain stores from this table, and also due to the relatively large number of stores which failed to mention the extent of their credit service, the information on credit business must be taken only as indicative of the amount of credit and cash business in retail merchandise stores.

The operating expenses of retail stores are presented in the tables for stores reporting such information. The details of operating expenses were collected under the following headings: (a), salaries and wages; (b), rent paid, if any; and, (c), all other expenses. In view of the lack of uniformity in accounting practices, and the meagre records kept by many retail establishments, complete accuracy in the reporting of operating expenses was not to be expected. Nevertheless, it is thought that the figures given for operating expenses are indicative of the costs of distribution in retail establishments. It should be noted that as many proprietors failed to report the amount of their withdrawals, it has been necessary to estimate the value of their services. The method followed is explained in a footnote to the table.

C A N A D A

BUREAU FEDERAL DE LA STATISTIQUE

RECENSEMENT DES ETABLISSEMENTS DE COMMERCE ET DE SERVICE

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LE COMMERCE DE DETAIL

au

CANADA

en 1930

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Publié par ordre de l'Hon. H. H. STEVENS, M.P.,  
Ministre du Commerce.

OTTAWA

1934

Publié par ordre de l'honorable H.H. Stevens, M.P.,

Ministre du Commerce.

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BUREAU FEDERAL DE LA STATISTIQUE - CANADA

Statisticien du Dominion: R.H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

Section du Commerce Intérieur

Chef: H. Marshall, B.A., F.S.S.

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RECENSEMENT DES ETABLISSEMENTS DE COMMERCE ET DE SERVICE, 1931.

LE COMMERCE DE DETAIL AU CANADA EN 1930

La valeur totale de tout le commerce de détail connu au Canada en 1930 est approximativement de \$3,225,000,000. De ce chiffre \$2,753,319,900 provient de 125,002 magasins de détail et \$248,555,900 de 42,223 établissements de service. Les chiffres ci-dessous résument ce commerce de détail connu:-

<u>Nature du commerce</u>	<u>Ventes totales de 1930</u>
Magasins de détail .....	\$2,753,319,900
Etablissements de service au détail .....	248,555,900
Ventes de repas dans les hôtels .....	28,124,800
Ventes de bière et de vin dans les hôtels .....	23,942,457
Recettes diverses dans les hôtels .....	8,298,587
Ventes de détail par les boulangers manufacturiers .....	51,604,889
Ventes de détail par laitiers manufacturiers .....	28,919,290
Ventes directes au consommateur par d'autres manufacturiers, (sans compter les ventes par leurs succursales de ventes) (estimation) .....	65,504,406
Ventes de détail par les associations coopératives (autres que magasins coopératifs) .....	5,326,415
Valeur des matériaux compris dans les contrats et travaux domestiques de plomberie, éclairage et filage électrique (estimation) .....	12,000,000
	<u>\$3,225,596,052</u>

Ce rapport analyse en détail le commerce des 125,002 magasins seulement. Un bulletin présentant sous la même rubrique les affaires de détail des établissements de service paraîtra prochainement. Les statistiques des hôtels et des associations coopératives ont déjà été publiées et ces rapports sont maintenant disponibles.

Le résumé des principaux faits du commerce de détail, qui forme le premier tableau de ce rapport, donne les traits saillants du commerce de détail au Canada dans son ensemble et dans chaque province et territoire. Ce tableau permet aussi une comparaison facile entre les provinces. Un examen de ce résumé révèle que sur un chiffre global de ventes \$2,753,319,900 dans les magasins de détail, 54.65 p.c. étaient faits par les établissements se trouvant dans des localités de 30,000 âmes ou plus, quoique seulement 29.15 p.c. de la population habitât ces localités en 1931. Par ce tableau on voit aussi que la concentration du commerce de détail dans les centres urbains est plus prononcée dans les provinces de Manitoba et de Québec. Toutefois, il faut toujours se rappeler que les ventes effectuées dans de telles localités ne se limitent pas aux habitants de la région mais s'étendent souvent à des territoires plus considérables.

Un résumé des principaux faits du commerce de détail permet de comparer la proportion d'affaires faites par les magasins indépendants et les magasins en chaîne.



Si les magasins de détail sont divisés en deux grands groupes, les magasins indépendants et les magasins en chaîne, on trouve que 79.55 p.c. de tout le commerce de détail a été fait par les magasins indépendants et 20.45 p.c. par les magasins en chaîne. La proportion d'affaires de ces deux groupes, toutefois, diffère considérablement entre chaque province et entre les divers genres de commerce.

Un autre trait significatif du commerce de détail révélé par les résumés des principaux faits du commerce de détail se trouve la division du commerce entre les groupes classifiés selon le chiffre d'affaires. Pour le Dominion dans son ensemble, 56.59 p.c. de tous les magasins ont un chiffre de ventes inférieur à \$10,000 par année et ne représentent que 9.51 p.c. des ventes globales. D'un autre côté les magasins ayant un chiffre d'affaires de \$200,000 ou plus par année ne constituent que .95 p.c. du nombre total de magasins mais manutentent 28.53 p.c. de toutes les ventes.

Dans les tableaux de détail paraissant au cours du présent rapport, les magasins de détail sont classifiés d'abord par genre de commerce. La classification du genre de commerce auquel chaque magasin est attribué est basée généralement sur la désignation populaire ou sur les principaux articles qui y sont vendus. Cette classification toutefois, n'est pas identique aux marchandises vendues. Quelques magasins limitent leurs ventes à un produit ou à un groupe de produits quelconques, et d'autres magasins - tels que les magasins à rayon et les magasins généraux - portent une grande variété de marchandises. Le recoupement des ventes par les principaux genres de commerce est donné dans les rapports provinciaux.

En outre de la classification par genre de commerce les magasins sont aussi classifiés suivant la nature de leur contrôle ou leur type d'exploitation. Les magasins indépendants sont classifiés de deux manières: premièrement, ceux qui sont entièrement indépendants et deuxièmement ceux qui sont membres d'une coopérative d'achat ou d'une chaîne volontaire. Les magasins indépendants sont ensuite classifiés en magasins d'une seule unité et en multiples de deux à trois unités.

Les ventes à crédit paraissent dans ces tableaux qui ne portent que sur les magasins ayant déclaré leur chiffre de ventes à crédit. Pour cette raison il a été nécessaire d'omettre les chiffres des magasins qui n'ont pas mentionné jusqu'où allaient leurs services de crédit. L'information sur le commerce à crédit ne peut être considérée que comme indication du montant de ventes au comptant et à crédit dans les magasins de détail.

Les frais d'exploitation des magasins de détail paraissent dans les tableaux ne couvrant que les magasins ayant donné les informations sous cet en-tête. Les détails sur les frais d'exploitation ont été colligés sous les en-têtes suivants: (a), salaires et gages; (b), loyers, s'il y en a; et, (c), toutes autres dépenses. Vu le manque d'uniformité dans la comptabilité et le peu d'informations fournies par plusieurs établissements de détail, il était impossible de s'attendre à une exactitude complète dans les déclarations de dépenses d'exploitation. Toutefois, il est probable que les chiffres donnés sur les frais d'exploitation sont une indication du coût de la distribution dans les magasins de détail. Il est à noter que plusieurs propriétaires n'ayant pas déclaré les montants qu'ils s'attribuent personnellement comme salaires, il a été nécessaire de faire une évaluation estimative de leurs services. La méthode suivie est exprimée dans un renvoi au tableau.

# CANADA

## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS RECENSEMENT DES ETABLISSEMENTS DE COMMERCE ET DE SERVICE

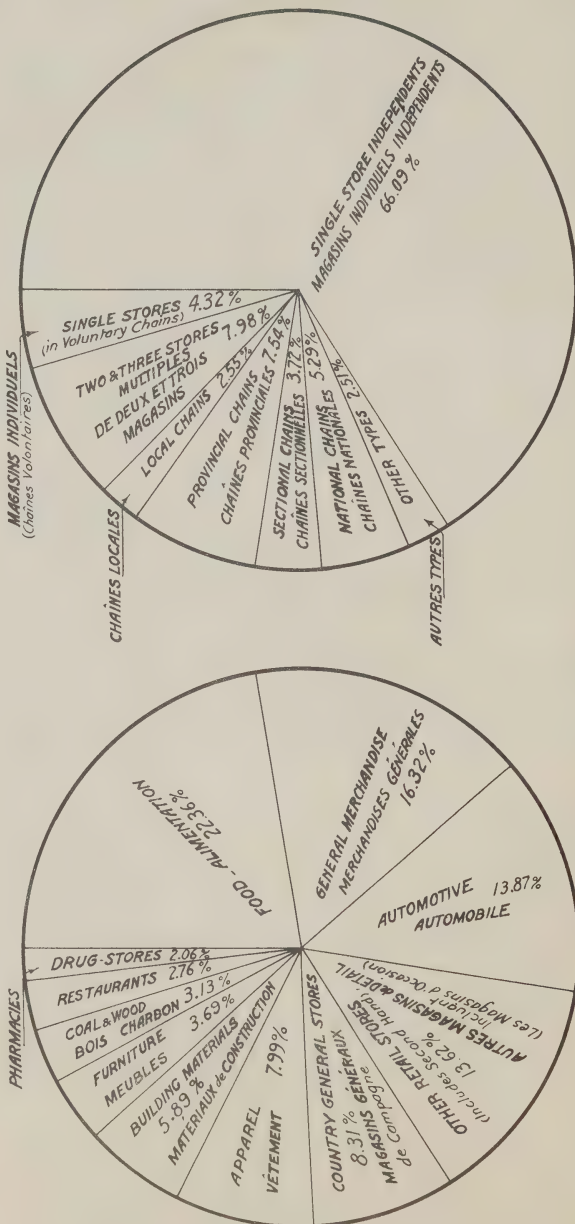
PERCENTAGE OF TOTAL MERCHANDISE SALES  
PAR GENRES DE COMMERCE ET PAR TYPES D'OPERATION

BY KINDS OF BUSINESS GROUPS AND TYPES OF OPERATION  
1930

RAPPORT DES VENTES NETTES DE MARCHANDISES

TYPES OF OPERATION - TYPES D'OPERATION

KIND OF BUSINESS GROUPS - GROUPES DE GENRE DE COMMERCE



TOTAL SALES - VENTES TOTALES \$2,753,319,900

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Standard Summary of Retail Facts

C a n a d a

	CANADA (1)	P. E. I. Ile du P.E.	N. S. N.-E.
1 Total population : Population totale .....	10,376,786	88,038	512,846
2 Ratio of retail workers (full-time and part-time employees and active proprietors) to total population : Proportion d'employés du détail (temps entier et temps partiel y compris les propriétaires actifs) à la population totale .....	3.86	2.56	3.13
3 Number of retail stores : Nombre de magasins de détail .....	125,002	851	6,464
4 Total sales : Total des ventes .....	\$2,753,319,900	13,773,700	99,519,900
5 Population of places less than 1,000 : Population des localités de moins de 1,000 âmes .....	5,215,885	70,855	289,631
6 Per cent of total : Pourcentage du total .....	50.26	80.48	56.47
7 Sales in places of less than 1,000 : Ventes des localités de moins de 1,000 âmes .....	\$ 449,342,900	4,834,500	18,413,900
8 Per cent of total : Pourcentage du total .....	16.32	35.10	18.50
9 Population of incorporated places 1,000 - 10,000 : Population des localités incorporées de 1,000 à 10,000 âmes .....	1,289,526	4,822	120,145
10 Per cent of total : Pourcentage du total .....	12.43	5.48	23.43
11 Sales in incorporated places 1,000 - 10,000 : Ventes des localités incorporées 1,000 à 10,000 âmes ...	\$ 457,842,300	3,115,700	38,858,000
12 Per cent of total : Pourcentage du total .....	16.63	22.62	39.04
13 Population of incorporated places 10,000 - 30,000 : Population des localités incorporées de 10,000 à 30,000 âmes .....	846,520	12,361	43,795
14 Per cent of total : Pourcentage du total .....	8.16	14.04	8.54
15 Sales in incorporated places 10,000 - 30,000 : Ventes des localités incorporées 10,000 à 30,000 âmes .....	\$ 341,420,200	5,823,500	12,404,800
16 Per cent of total : Pourcentage du total .....	12.40	42.28	12.47
17 Population of incorporated places 30,000 and over : Population des localités incorporées 30,000 âmes et plus .....	3,024,855	-	59,275
18 Per cent of total : Pourcentage du total .....	29.15	-	11.56
19 Sales in incorporated places 30,000 and over : Ventes des localités incorporées 30,000 âmes et plus .....	\$1,504,714,500	-	29,843,200
20 Per cent of total : Pourcentage du total .....	54.65	-	29.99
21 Full-time employees (average number throughout the year) : Personnel à temps entier (nombre moyen pour l'année) --			
male : hommes ..	165,911	732	5,415
22 female : femmes.	72,472	395	2,811
23 Part-time employees (average number throughout the year) : Personnel à temps partiel (nombre moyen pour l'année) --			
male : hommes ..	23,526	125	712
24 female : femmes.	13,250	57	488
25 Proprietors actively engaged in retailing : Propriétaires activement engagés dans le commerce de détail	125,169	340	6,601

Principaux Faits du Commerce de Détail  
C a n a d a

N. B.	Quebec Québec	Ontario	Manitoba	Saskatchewan	Alberta	B. C. C. B.	
408,219	2,874,255	3,431,683	700,139	921,785	731,605	694,263	1
2.98	3.64	4.68	3.81	2.80	3.21	4.93	2
4,434	34,285	43,045	6,859	10,841	8,592	9,501	3
84,371,900	648,888,500	1,099,990,200	189,243,900	189,181,100	176,537,100	248,597,500	4
281,438	1,190,855	1,416,018	405,648	734,664	503,723	309,100	5
68.94	41.43	41.26	57.94	79.70	68.85	44.52	6
17,646,300	64,876,200	122,447,700	34,565,800	82,848,600	57,511,700	42,982,100	7
20.91	10.00	11.13	18.26	43.79	32.58	17.29	8
58,578	390,728	480,513	42,319	69,322	41,135	81,964	9
14.35	13.59	14.00	6.04	7.52	5.62	11.81	10
24,539,100	80,540,800	188,144,200	13,813,700	38,174,300	25,064,900	45,591,600	11
29.08	12.41	17.11	7.30	20.18	14.20	18.34	12
20,689	247,306	426,370	33,387	21,299	23,789	17,524	13
5.07	8.61	12.43	4.77	2.31	3.25	2.52	14
20,751,400	65,224,100	195,044,600	9,384,200	9,688,400	13,014,800	10,084,400	15
24.60	10.05	17.73	4.96	5.12	7.37	4.06	16
47,514	1,045,366	1,108,782	218,785	96,500	162,958	285,675	17
11.64	36.37	32.31	31.25	10.47	22.28	41.15	18
21,435,100	438,247,400	594,353,700	131,480,200	58,469,800	80,945,700	149,939,400	19
25.41	67.54	54.03	69.48	30.91	45.85	60.31	20
4,516	44,995	64,127	11,440	10,158	9,638	14,675	21
2,338	17,605	30,057	6,366	2,939	3,439	6,513	22
457	5,348	10,149	1,280	2,111	1,354	1,822	23
325	2,462	6,780	676	417	590	1,453	24
4,509	34,091	43,623	6,910	10,166	8,469	9,798	25

Standard Summary of Retail Facts (Continued) --

	CANADA (1)	P. E. I. Ile du P.E.	N. S. N.-E.
1 Total annual pay-roll, all stores : Total annuel des salaires de tous les magasins .....	\$ 257,588,600	920,600	7,269,900
2 Average annual salary per full-time employee : Salaire annuel moyen par employé à temps entier ..	\$ 1,037	776	852
3 Average annual salary per part-time employee : Salaire annuel moyen par employé à temps partiel .	\$ 285	254	220
4 Average rental cost (leased premises), per cent of sales : Moyenne du loyer en pourcentage des ventes (magasins loués) .....	3.68	1.94	2.83
5 Proportion of sales in leased premises to total sales in the province : Proportion des ventes dans les établissements loués au total de toutes les ventes dans la province .....	62.30	37.23	43.74
Proportion of total sales by : Proportion de toutes les ventes par --			
6 Single store independents : Magasins individuels indépendants .....	66.09	72.84	68.67
7 Single stores in voluntary chains : Magasins individuels (chaînes volontaires) .....	4.32	-	2.31
8 Two- and three-store multiples : Magasins multiples - deux ou trois unités .....	7.98	21.85	9.61
9 Local chains : Chaînes locales .....	2.55	-	1.67
10 Provincial chains : Chaînes provinciales .....	7.54	1.03	5.93
11 Sectional chains : Chaînes sectionnelles .....	3.72	1.76	3.01
12 National chains : Chaînes nationales .....	5.29	2.10	7.38
13 Other types : Autres types .....	2.51	.42	1.42
14 Proportion of stores with sales of less than \$10,000 annually, to total number of stores : Proportion de magasins dont les ventes sont de moins de \$10,000 par année au nombre total de magasins .....	56.59	68.27	66.48
15 Proportion of total sales of such stores to total sales all stores : Proportion du chiffre de ventes de ces magasins au total de ventes de tous les magasins .....	9.51	12.12	12.40
16 Proportion of stores with sales of \$10,000 - \$49,999 annually : Proportion de magasins dont le chiffre de ventes est de \$10,000 à \$49,999 annuellement .....	35.90	25.26	27.63
17 Proportion of total sales : Proportion au total des ventes .....	35.98	31.87	39.19
18 Proportion of stores with sales of \$50,000 - \$199,999 annually : Proportion de magasins dont le chiffre de ventes est de \$50,000 à \$199,999 annuellement .....	6.56	5.40	5.19
19 Proportion of total sales : Proportion au total des ventes .....	25.98	30.25	28.53
20 Proportion of stores with sales of \$200,000 and over annually : Proportion de magasins dont le chiffre de ventes est de \$200,000 et plus .....	.95	1.07	.70
21 Proportion of total sales : Proportion au total des ventes .....	28.53	25.76	19.88

(1) Includes Yukon and N.W.T.

(1) Inclut Yukon et Terr. du N.O.



Principaux Faits du Commerce de Détail (Suite) --

N. B.	Quebec Québec	Ontario	Manitoba	Saskatchewan	Alberta	B. C. C. B.	
6,408,200	61,491,400	106,538,900	19,597,800	14,918,300	15,563,100	24,521,300	1
908	951	1,079	1,064	1,082	1,143	1,107	2
235	254	290	334	295	317	323	3
2.25	4.34	3.40	3.42	3.60	3.93	4.22	4
58.72	59.49	67.01	72.15	46.41	60.67	65.32	5
71.61	65.86	65.90	76.76	60.42	62.24	63.85	6
4.22	6.79	3.64	3.42	5.52	5.26	1.16	7
7.72	7.85	8.02	6.30	9.02	7.69	7.48	8
.51	4.14	2.68	.89	.49	.79	3.08	9
9.87	6.35	8.35	2.76	9.94	6.66	9.47	10
1.46	2.98	3.43	2.91	4.27	6.11	6.56	11
2.59	3.69	5.74	4.25	7.53	9.39	3.49	12
2.02	2.34	2.24	2.71	2.81	1.86	4.91	13
64.23	61.34	51.40	56.14	56.99	53.76	54.05	14
9.92	10.78	8.40	7.87	11.97	9.98	8.66	15
28.88	32.14	39.70	37.25	37.46	38.75	36.63	16
33.22	37.29	34.78	29.14	46.15	41.03	31.02	17
6.01	5.66	7.75	5.72	5.01	6.80	7.99	18
26.19	25.72	27.32	17.35	24.02	27.32	26.64	19
.88	.86	1.15	.89	.54	.69	1.33	20
30.67	26.21	29.50	45.64	17.86	21.67	33.68	21

Summary of Retail Trade

Number of Stores and Sales, by Provinces and Territories

Group		CANADA	P. E. I. Ile du P.E.	N. S. N.-E.	N. B.
1	Food group .....(Stores .. Groupe de l'alimentation ... (Sales ..	44,665 \$ 615,476,100	316 2,132,100	2,937 24,809,500	1,818 14,982,500
2	Country general stores .....(Magasins Magasins généraux de campagne (Ventes ..	11,915 \$ 228,803,800	168 3,253,200	862 14,513,500	706 12,236,200
3	General merchandise group ..(Stores .. Groupe des marchands généraux (Sales ..	2,973 \$ 449,292,500	8 2,304,900	149 11,438,300	98 18,679,900
4	Automotive group .....(Magasins Groupe de l'automobile ..... (Ventes ..	13,194 \$ 381,959,300	76 1,960,700	511 16,254,400	451 11,697,800
5	Apparel group .....(Stores .. Groupe du vêtement ..... (Sales ..	10,474 \$ 219,968,600	52 1,298,600	460 9,141,500	307 6,373,300
6	Building materials group ... (Magasins Matériaux de construction .. (Ventes ..	6,035 \$ 162,237,100	11 429,600	162 4,513,000	115 3,359,000
7	Furniture and household group (Stores .. Meubles et articles de ménage (Sales ..	3,188 \$ 101,665,900	13 406,200	146 3,380,600	87 2,592,300
8	Restaurants, cafeterias and (Magasins eating places : Restaurants, (cafétérias et salles à manger (Ventes ..	5,609 \$ 75,977,100	19 141,900	221 1,474,500	174 1,204,300
9	Other retail stores .....(Stores .. Autres magasins de détail .. (Sales ..	25,343 \$ 506,126,900	185 1,840,800	968 13,807,400	648 13,159,400
10	Secondhand group : Groupe de (Magasins la marchandise de seconde main (Ventes ..	1,606 \$ 11,812,600	3 5,700	48 187,200	30 87,200
11	TOTAL .....(Stores .. ..... (Sales ..	125,002 \$2,753,319,900	851 13,773,700	6,464 99,519,900	4,434 84,371,900

Résumé de Commerce de Détail

Nombre de magasins et ventes, par provinces et territoires

Quebec Québec	Ontario	Manitoba	Saskatchewan	Alberta	B. C. C. B.	Yukon & N.W.T. Yukon et Terr. N.O.
15,398 186,233,900	14,263 255,936,200	2,249 27,410,900	2,046 25,877,700	2,153 29,137,600	3,476 48,692,000	9) 263,700) 1
2,992 50,390,200	2,662 48,066,000	852 15,542,700	1,641 37,710,000	1,200 28,756,900	814 17,653,500	18) 681,600) 2
1,286 82,978,800	979 180,383,600	87 64,344,000	71 20,102,400	93 23,198,500	202 45,862,100	- ) - ) 3
2,298 71,739,500	5,481 167,410,500	758 20,605,500	1,382 27,048,700	1,115 31,120,100	1,122 34,122,100	- ) - ) 4
3,103 61,105,900	4,484 93,711,300	432 9,597,200	373 10,231,900	489 11,087,700	772 17,409,400	2) 11,800) 5
878 29,757,300	2,030 61,398,100	417 12,173,400	1,276 22,612,200	762 15,574,000	379 12,348,900	5) 71,600) 6
812 30,181,500	1,429 43,713,000	101 3,740,800	142 4,087,300	156 5,353,600	301 8,207,100	1) 3,500) 7
925 17,205,300	2,306 28,633,600	338 5,553,300	506 5,551,900	483 5,996,400	634 10,135,000	3) 80,900) 8
6,351 116,797,900	8,694 215,596,800	1,484 29,004,200	3,333 35,507,600	2,018 25,548,800	1,570 52,761,000	92) 2,103,000) 9
242 2,498,200	717 5,141,100	141 1,271,900	71 451,400	123 763,500	231 1,406,400	- ) - ) 10
34,285 648,888,500	43,045 1,099,990,200	6,859 189,243,900	10,841 189,181,100	8,592 176,537,100	9,501 248,597,500	130) 3,216,100) 11



Table 1.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business

Number of Stores, Personnel, Pay-Roll, Sales and Stocks

Kind of business : Genre de commerce	Number of stores Nombre de magasins	Proprietors not on pay-roll Propriétaires ne figurant pas dans la feuille de paie	Number of proprietors receiving a stated salary Nombre de propriétaires à salaire fixe
1 Total, All Stores : Total, tous les magasins ...	125,002	104,852	20,317
2 FOOD GROUP : GROUPE DE L'ALIMENTATION .....	44,665	40,212	4,199
Bakeries - caterers : Boulangeries-maîtres d'hôtel --			
3 Bakeries and bakery products(1) : Boulangeries et produits de la boulangerie(1) .....	1,213	1,018	132
4 Caterers : Maîtres d'hôtel .....	6	3	4
5 Candy and confectionery stores : Magasins de bonbons et confiseries --			
5 Candy stores - nut stores : Bonbons et noix .....	212	91	21
6 Confectionery stores : Confiserie .....	8,769	8,504	633
Dairy products dealers : Marchands de produits laitiers --			
7 Dairy products stores : Magasins de produits laitiers.	179	143	35
8 Eggs and poultry stores : Magasins d'oeufs et volailles	190	189	20
9 Milk dealers(2) : Laiteries(2) .....	3,114	3,163	112
10 Delicatessen stores : Charcuteries .....	213	188	38
11 Fruit and vegetable stores : Fruits et légumes .....	1,515	1,508	185
12 Grocery stores (without meat) : Epicerie (sans rayon de viandes) .....	18,166	16,033	1,370
Combination stores : Magasins combinés --			
13 Grocery stores with meats : Epicerie (avec rayon de viandes) .....	3,125	2,222	473
14 Meat markets with groceries : Boucheries avec épicerie	2,037	1,804	369
Meat markets (including sea foods) : Boucheries (y compris poisson) --			
15 Meat markets : Boucheries .....	5,017	4,484	619
16 Fish markets : Poissonnerie .....	362	309	60
Other food stores : Autres magasins de denrées alimentaires--			
17 Coffee, tea, spices : Magasins de café, thé et épices .	132	99	35
18 Food stores with non-food departments : Magasins d'aliments avec rayons d'articles non alimentaires .....	148	189	78
19 Bottled beverages : Eaux gazeuses .....	25	22	5
20 Market stalls : Stalles de marché .....	242	243	10
21 COUNTRY GENERAL STORES : MAGASINS GENERAUX DE CAMPAGNE .	11,915	11,201	1,719
22 General stores - groceries with dry goods and apparel : Magasins généraux - épicerie, nouveautés et vêtement .	10,658	9,988	1,567
23 General stores - groceries with other merchandise : Magasins généraux - épicerie avec autres marchandises.	1,136	1,117	115
24 General stores without groceries : Magasins généraux sans épicerie .....	121	96	37

(1) In addition, bakeries reporting to the Census of Industry had retail sales of \$51,604,889.  
 (2) In addition, dairies reporting to the Census of Industry had retail sales of \$28,630,386.

Tableau 1.—CANADA — Commerce de Détail, 1930, par Genres de Commerce

Nombre de magasins, personnel, feuille de paie, ventes et stocks

Proprietors salaries' reported Propriétaires salaires rapportés	Employment and wage facts: Emploi et rémunération						Net sales Ventes nettes (1930)	Stocks on hand, end of year (at cost) Stocks en magasin à la fin de l'année (prix coûtant)	
	Full-time employees Personnel à temps entier			Part-time employees Personnel à temps partiel					
	Male Hommes	Female Femmes	Salaries & wages Salaires et gages	Male Hommes	Female Femmes	Salaries & wages Salaires et gages			
\$			\$			\$	\$	\$	
37,706,000	165,911	72,472	247,103,500	23,526	13,250	10,485,100	2,753,319,900	483,397,500	1
6,251,700	35,930	9,685	39,454,100	6,444	2,134	1,930,000	615,476,100	44,861,600	2
176,800	1,521	696	1,782,000	105	116	54,300	11,027,600	335,600	3
17,200	-	5	3,800	6	3	2,600	94,300	3,200	4
50,100	69	457	372,200	21	33	21,400	3,518,600	93,900	5
745,100	2,074	2,386	2,992,300	439	546	227,300	50,657,500	4,985,800	6
65,200	199	86	262,600	18	17	11,000	5,280,600	109,800	7
30,600	92	9	90,300	29	4	8,700	1,883,200	126,200	8
239,800	4,258	166	4,641,400	134	11	27,100	30,010,100	312,800	9
62,200	120	145	183,300	18	24	11,100	2,570,600	114,800	10
226,300	897	284	828,200	247	56	65,300	16,293,400	842,100	11
1,982,300	10,193	3,407	10,768,100	2,508	957	705,400	243,699,300	25,004,000	12
816,700	6,474	1,132	7,776,000	1,398	230	388,100	112,859,400	6,831,300	13
613,200	3,432	423	3,359,200	462	41	118,000	48,844,700	2,786,200	14
1,006,700	5,712	368	5,423,500	892	40	250,700	78,292,200	2,049,900	15
80,900	389	43	390,900	63	20	17,800	4,734,000	181,200	16
59,800	262	64	387,900	21	8	7,400	2,527,900	448,800	17
65,100	154	9	112,100	6	1	1,500	1,884,700	572,200	18
7,700	12	1	16,900	6	-	1,600	123,500	22,900	19
16,000	72	4	63,400	71	27	10,700	1,174,500	40,900	20
2,503,400	8,355	3,018	9,357,600	1,502	605	474,600	228,803,800	76,116,700	21
2,279,300	7,664	2,811	8,661,200	1,341	531	429,100	210,866,900	70,544,500	22
158,800	572	158	556,800	150	69	42,200	15,607,300	4,410,000	23
65,300	119	49	139,600	11	5	3,300	2,329,600	1,162,200	24

(1) En plus, boulangeries se rapportant au Recensement de l'Industrie avaient des ventes au détail pour \$51,604,889. (2) En plus, laiteries se rapportant au Recensement de l'Industrie avaient des ventes au détail pour \$28,630,386.



Table 1.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business (Cont'd.) -

Kind of business : Genre de commerce	Stores Magasins	Prop's. A	Prop's. B
1 GENERAL MERCHANDISE GROUP : GROUPE DES MARCHANDS GENERAUX ...	2,973	2,092	617
2 Department stores : Magasins à rayons .....	147	37	104
3 Dry goods stores : Magasins de marchandises sèches .....	1,899	1,574	361
General merchandise stores : Magasins de marchandises générales-			
4 With food departments : Avec rayons de produits alimentaires	336	271	102
5 Without food departments : Sans produits alimentaires .....	78	52	18
6 Variety, 5-and-10, and to-a-dollar stores : Bazars, magasins de 5 et 10 cents, jusqu'à \$1.00.....	513	158	32
7 AUTOMOTIVE GROUP : GROUPE DE L'AUTOMOBILE .....	13,194	10,917	2,742
Motor vehicle dealers : Distributeurs de véhicules automobiles-			
8 Automobile dealers : Marchands d'automobiles .....	2,350	1,535	1,029
9 Automobile dealers with farm implements : Distributeurs d'- automobiles et d'instruments aratoires .....	294	282	73
10 Used car establishments : Etablissements d'automobiles usagées	92	78	20
Accessories, tires and batteries : Accessoires (auto.), pneus et batteries --			
11 Accessories, tires and batteries : Accessoires (auto.), pneus et batteries .....	326	254	101
12 Tire shops : Boutiques de pneus .....	206	163	59
Filling stations : Stations d'essence --			
13 Filling stations : Stations d'essence .....	1,934	1,441	147
14 Filling stations with tires and accessories : Stations d'essence avec pneus et accessoires .....	2,295	1,721	415
15 Filling stations with other merchandise : Stations d'essence avec autre marchandise .....	1,274	1,285	54
16 Garages : Garages .....	4,140	3,928	778
Motorcycles, bicycles, supplies : Motocyclettes, bicyclettes et accessoires --			
17 Motorcycle dealers : Magasins de motocyclettes .....	14	6	8
18 Bicycles, motorcycles and supplies : Bicyclettes, motocyclettes et accessoires .....	36	27	13
19 Bicycle dealers : Boutiques de bicyclettes .....	178	150	32
Other automotive establishments : Autres magasins d'automobiles --			
20 Aircraft and accessories : Distributeurs d'aéroplanes et accessoires .....	4	6	-
21 Boats (motorboats, canoes, yachts) : Bateaux (bateaux automobiles, canots, yachts) .....	29	19	13
22 Boats (gas, oil, accessories and repairs) : Bateaux (essence, huile, accessoires et réparations) .....	22	22	-
23 APPAREL GROUP : GROUPE DU VETEMENT .....	10,474	7,836	2,702
Men's and boys' clothing and furnishings stores : Vêtement et lingerie - hommes et garçons --			
24 Men's and boys' clothing stores : Magasins de vêtements pour hommes et garçons .....	194	99	52
25 Men's furnishings stores : Magasins de lingerie (hommes) ....	582	420	157
26 Men's and boys' clothing and furnishings stores : Magasins de vêtements et lingerie - hommes et garçons .....	1,409	999	548
27 Men's and boys' hat stores : Magasins de chapeaux (hommes et garçons) .....	60	24	16



Tableau 1.---CANADA -- Commerce de Détail, 1930, par Genres de Commerce (Suite) -

Salaries Salaires \$	Personnel (f.t.-t.e.)			Personnel (p.t.-t.p.)			Sales Ventes \$	Stocks \$	
	M.-H.	F.	S.	M.-H.	F.	S.			
1,499,500	20,980	30,600	54,252,100	1,022	6,708	1,936,600	449,292,500	77,121,100	1
496,400	17,874	23,989	46,154,900	723	2,934	1,235,700	353,008,600	51,221,500	2
693,300	988	2,020	2,478,800	147	403	104,200	31,705,600	14,127,400	3
193,800	840	255	1,135,300	65	14	21,100	16,877,200	4,210,700	4
47,600	203	118	335,400	11	5	5,100	3,488,900	1,317,500	5
68,400	1,075	4,218	4,147,700	76	3,352	570,500	44,212,200	6,244,000	6
4,912,400	26,710	1,363	34,725,400	2,575	114	1,041,300	381,959,300	37,770,300	7
2,273,400	14,379	907	21,396,800	705	25	407,700	242,613,700	26,419,600	8
125,900	507	23	627,200	100	-	33,300	8,965,700	1,714,700	9
35,300	150	7	163,500	24	-	8,700	2,028,500	219,100	10
172,000	634	56	833,600	65	5	22,800	6,280,600	1,181,600	11
130,600	287	19	354,000	28	1	9,600	4,675,200	488,100	12
215,100	1,844	29	1,985,000	208	4	82,500	22,820,400	816,600	13
615,100	2,988	66	3,183,800	513	12	179,800	36,970,400	1,765,900	14
56,200	289	84	237,400	97	48	27,500	6,658,500	403,200	15
1,178,400	5,338	148	5,598,700	782	14	250,900	47,559,800	3,953,400	16
13,300	35	2	55,100	1	-	400	450,100	107,600	17
27,900	87	3	106,000	7	1	2,600	991,800	215,300	18
46,800	87	8	86,900	29	3	9,500	1,044,400	277,000	19
-	11	2	19,300	4	-	1,900	137,400	70,700	20
22,400	28	7	40,400	1	1	400	458,200	70,100	21
-	46	2	37,700	11	-	3,700	304,600	67,400	22
5,868,500	10,431	9,722	21,374,900	2,229	1,797	1,217,300	219,968,600	73,865,200	23
146,000	347	38	553,800	62	7	24,100	6,075,000	1,417,200	24
288,600	443	73	584,900	170	20	41,500	8,976,000	3,683,300	25
1,238,100	2,227	351	3,319,600	449	79	152,800	40,735,600	18,355,700	26
44,600	94	4	148,700	48	-	5,600	1,486,600	396,000	27

Table 1.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business (Cont'd.) -

Kind of business : Genre de commerce	Stores Magasins	Prop's. A	Prop's. B
APPAREL GROUP (Cont'd.) --			
1 Family clothing stores : Vêtement pour toute la famille .....	1,149	810	410
Women's apparel and accessories stores : Vêtement de femme et accessoires --			
2 Women's ready-to-wear stores : Magasins de confection pour femmes .....	1,350	902	391
3 Hosiery, corsets, lingerie : Bas, corsets et lingerie .....	353	260	68
4 Knit goods stores : Magasins de tricotés .....	39	29	7
5 Costume accessories stores (including jewellery, bags and gloves) : Magasins d'accessoires du costume (bijouterie, saccoches et gants) .....	10	7	5
6 Millinery stores : Magasins de modes .....	1,340	1,233	145
Other apparel stores : Autres magasins de vêtements et lingerie --			
7 Custom tailors and made-to-measure clothing : Tailleurs et vêtement sur mesure .....	1,724	1,513	248
8 Dressmakers and ladies' tailors : Couturières et tailleurs pour femmes .....	191	182	32
9 Furriers - fur shops : Fourreurs .....	339	240	136
10 Infants' and children's specialty shops : Autres magasins de spécialités pour enfants .....	93	84	19
Shoe stores : Magasins de chaussures --			
11 Shoe stores (men's) : Magasins de chaussures pour hommes ....	34	21	7
12 Shoe stores (women's) : Magasins de chaussures pour femmes ..	32	14	17
13 Shoe stores (men's, women's and children's) : Magasins de chaussures pour hommes, femmes et enfants .....	1,575	999	444
14 BUILDING MATERIALS GROUP : GROUPE DES MATERIAUX DE CONSTRUCTION	6,035	3,886	1,914
Hardware stores : Quincaillerie --			
15 Hardware stores : Quincaillerie .....	2,780	2,143	1,037
16 Hardware and farm implements : Ferronnerie et instruments aratoires .....	221	203	79
Lumber and building material dealers : Marchands de bois et de matériaux de construction --			
17 Lumber and building materials : Cours de bois d'oeuvre et matériaux de construction .....	733	358	260
18 Lumber and building materials, coal and wood : Bois d'oeuvre, matériaux de construction, charbon et bois de chauffage ....	1,092	176	167
19 Roofing material dealers : Matériel pour couverture .....	48	44	12
20 Other building materials : Autres matériaux de construction .	135	126	40
21 Electrical shops (without radio) : Boutiques d'électricien (sans radios) .....	236	197	61
Heating and plumbing shops : Boutiques de plombiers et tuyauterie --			
22 Heating appliances and oil burners : Appareils de chauffage et brûleurs à l'huile .....	79	53	42
23 Heating and plumbing fixtures : Boutiques de plombiers et tuyauterie .....	423	380	118
Paint and glass stores : Magasins de peintures et vitres --			
24 Glass and mirror shops : Magasins de vitres et miroirs .....	31	21	10
25 Paint and glass stores : Magasins de peintures et vitres ....	257	185	88

Tableau 1.--CANADA - Commerce de Détail, 1930, par Genres de Commerce (Suite) -

Salaries Salaires	Personnel (f.t.-t.e.)			Personnel (p.t.-t.p.)			Sales Ventes	Stocks	
	M.-H.	F.	S.	M.-H.	F.	S.			
\$			\$			\$	\$	\$	
993,700	1,794	2,090	3,690,600	186	267	94,300	42,144,100	16,790,100	1
952,300	810	3,471	4,049,700	67	551	195,300	43,416,900	9,026,300	2
118,400	59	384	425,100	11	103	28,200	5,317,900	1,495,700	3
13,500	10	35	31,000	2	6	3,000	478,800	163,600	4
7,900	4	11	14,700	-	3	800	149,200	54,400	5
168,900	84	1,020	766,500	29	247	75,500	6,748,300	1,015,100	6
452,200	1,739	697	2,605,500	511	205	316,300	14,837,300	2,811,900	7
60,000	81	301	331,400	10	57	14,500	1,278,000	222,200	8
382,700	715	693	1,662,000	65	105	66,700	11,694,500	3,708,100	9
15,900	11	71	65,600	2	17	5,400	722,400	318,900	10
17,700	26	4	48,500	2	1	500	480,900	237,100	11
37,400	89	18	157,100	12	-	4,600	1,534,800	479,400	12
930,600	1,898	461	2,920,200	603	129	188,200	33,892,300	13,680,200	13
4,032,700	11,847	1,140	15,636,800	1,603	77	612,400	162,237,100	50,653,000	14
1,873,500	4,467	583	5,536,100	414	37	131,200	66,174,200	26,400,200	15
117,500	213	14	230,800	60	1	16,000	4,717,500	1,750,900	16
675,000	2,333	134	2,983,500	244	14	110,900	30,968,300	8,307,100	17
549,300	2,547	115	3,652,700	469	12	202,600	35,232,400	9,561,800	18
24,300	48	6	55,600	20	-	16,200	592,200	62,900	19
145,800	593	41	864,400	163	2	34,300	9,004,000	882,100	20
152,600	323	60	471,300	44	5	22,200	3,252,000	1,042,900	21
100,000	316	32	466,700	43	1	19,100	2,432,300	280,600	22
212,100	462	58	559,900	88	2	34,500	4,454,200	726,200	23
14,400	124	9	186,900	13	1	6,500	688,100	131,700	24
168,200	421	88	628,900	45	2	18,900	4,721,900	1,506,600	25



Table 1.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business (Cont'd.) -

Kind of business : Genre de commerce	Stores Magasins	Prop's. A	Prop's. B
1 FURNITURE AND HOUSEHOLD GROUP : GROUPE DES MEUBLES ET ARTICLES DE MENAGE .....	3,188	2,028	921
Furniture stores : Magasins de meubles --			
2 Furniture stores : Magasins de meubles .....	784	511	292
3 Furniture and undertaker (rural) : Meubles et pompes funèbres (rural) .....	317	304	70
4 Floor coverings, curtains, upholstery and interior decorations : Tapis, rideaux, rembourrage et décorations intérieures .....	88	58	34
Household appliance stores : Magasins d'appareils de ménage --			
5 Household appliance stores : Magasins d'appareils de ménage ..	119	36	8
6 Household appliance stores (gas or electric) : Appareils de ménage (gaz ou électrique) .....	204	76	42
7 Household appliance stores (owned by utility companies) : Magasins de fournitures de maison (appartenant à des compagnies d'utilité publique) .....	248	5	5
8 Refrigeration dealers : Marchands d'appareils frigorifiques ..	19	9	2
Other home furnishings and appliances stores : Autres magasins d'appareils et de fournitures de maison --			
9 Antique shops : Antiquailles .....	89	76	26
10 Awnings, flags, banners, window shades and tents : Auvents, drapeaux, bannières, stores et tentes .....	18	16	4
11 Brushes and brooms : Broses et balais .....	9	8	-
12 China, glassware, crockery, etc.: Vaisselle, verrerie, faïence, etc. ....	128	92	28
13 Interior decorations (specialty stores) : Décorations intérieures (spécialités) .....	7	4	8
14 Lamps and shades (specialty stores) : Lampes et abat-jour (spécialités) .....	15	14	2
15 Pictures and picture framing : Tableaux et cadres .....	96	69	28
16 Stoves and ranges : Magasins de poêles et cuisinières .....	109	74	29
Radio and music stores : Magasins de radios et de musique --			
17 Radio specialty stores : Magasins faisant une spécialité des radios .....	220	195	56
18 Radio and electrical shops (including refrigeration) : Magasins de radio et appareils électriques (y compris réfrigération) .....	341	256	131
19 Radio and music stores (including refrigeration) : Magasins de radio et de musique (y compris réfrigération) .....	377	225	156
20 RESTAURANTS, CAFETERIAS AND EATING PLACES : RESTAURANTS, CAFETERIAS ET SALLES A MANGER .....	5,609	5,744	1,198
Restaurants, cafeterias and lunch rooms : Restaurants, cafétérias et salles à manger --			
21 Cafeterias only : Cafétérias seulement .....	62	34	14
22 Cafes (including confectionery) : Cafés (y compris confiseries)	956	1,140	249
23 Lunch rooms : Salles à goûter .....	492	448	94
24 Restaurants (table service) : Restaurants (avec service de table) .....	2,185	2,346	647

Tableau 1.—CANADA — Commerce de Détail, 1930, par Genres de Commerce (Suite)

Salaries Salaires \$	Personnel (f.t.-t.e.)			Personnel (p.t.-t.p.)			Sales Ventes \$	Stocks \$	
	M.-H.	F.	\$	M.-H.	F.	\$			
2,167,500	9,034	1,909	14,153,400	829	128	372,600	101,665,900	26,438,200	1
754,200	2,481	457	4,014,300	153	21	68,000	36,119,600	10,815,200	2
140,400	280	57	346,800	74	8	21,100	4,896,900	1,915,700	3
97,900	149	70	268,800	17	8	13,000	2,189,000	1,134,000	4
18,100	899	188	1,351,700	5	3	2,100	2,797,200	691,900	5
93,100	1,226	171	1,720,300	84	1	57,100	7,106,500	1,124,700	6
9,500	655	128	977,700	145	29	74,500	6,996,000	1,729,400	7
4,800	80	7	92,400	5	-	1,800	898,500	94,500	8
63,500	100	40	161,300	19	5	6,600	1,219,300	1,090,700	9
7,400	23	6	25,000	9	4	3,900	149,100	30,900	10
-	3	2	4,700	-	-	-	44,900	7,900	11
52,900	257	86	417,000	16	13	7,200	2,155,800	950,000	12
13,400	7	15	14,800	-	-	-	111,500	28,000	13
4,400	6	6	8,200	-	-	-	64,200	16,700	14
48,400	209	27	315,700	20	3	7,300	1,148,600	492,300	15
46,900	197	13	262,500	32	1	13,100	1,874,600	488,100	16
101,200	287	48	399,200	41	3	12,400	4,394,900	664,600	17
276,000	673	123	885,200	115	14	43,900	9,132,900	1,499,200	18
435,400	1,502	465	2,887,800	94	15	40,600	20,366,400	3,664,400	19
1,412,800	10,496	8,342	13,754,700	476	916	370,600	75,977,100	1,954,900	20
39,800	553	525	979,500	1	80	29,500	4,084,200	104,700	21
271,600	1,651	1,370	2,207,200	64	114	36,600	13,726,800	605,500	22
117,500	1,527	863	2,006,500	39	77	37,200	9,992,500	211,700	23
777,600	5,678	4,152	7,036,900	203	263	103,100	36,288,500	665,200	24

Table 1.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business (Cont'd.) -

Kind of business : Genre de commerce		Stores Magasins	Prop's. A	Prop's. B
RESTAURANTS, CAFETERIAS AND EATING PLACES (Cont'd.) --				
Other eating places : Autres places où l'on mange --				
1	Cafe and groceries : Café et épiceries .....	97	116	33
2	Lunch counters and restaurants (10 seats and under) : Buffets et restaurants (10 sièges et moins) .....	918	841	86
3	Refreshment booths and soft drink stands : Pavillons de rafraîchissements et kiosques à liqueurs douces .....	433	423	15
4	Sandwich shops : Comptoirs à sandwiches .....	147	74	23
5	Tea-rooms and light lunches : Thés et repas légers .....	319	322	37
6	OTHER RETAIL STORES : AUTRES MAGASINS DE DETAIL .....	25,343	19,450	4,072
Farm implements : Instruments aratoires --				
7	Farm implement dealers : Marchands d'instruments aratoires ....	475	430	78
8	Farm implement agents : Agents de machines agricoles .....	5,078	5,070	144
Farmers' supplies : Fournitures pour fermiers --				
9	Feed stores (flour, feed, grain, fertilizer) : Magasins de provende (farine, grain, etc.) .....	802	669	146
10	Farmers' supply stores : Magasins de fournitures pour fermiers	209	142	40
11	Feed and coal stores : Magasins de provende et de charbon ....	169	147	44
12	Grain elevators (feed and coal) : Élévateurs à grain (provende et charbon) .....	1,170	37	3
13	Harness shops : Sellerie .....	601	575	39
14	Book stores : Librairies .....	358	252	137
Coal and wood yards - ice dealers : Cours de charbon, bois et glace-				
15	Coal and wood yards (including ice) : Cours à charbon et à bois - comprenant glace .....	2,071	1,724	648
16	Ice dealers : Cours à glace .....	271	259	48
17	Drug stores : Pharmacies .....	3,559	2,252	1,045
18	Florists : Fleuristes .....	689	582	153
Gifts, novelties, toys, cameras : Bazaars, nouveautés, jouets, caméras --				
19	Art and gift shops : Magasins de bibelots et objets d'art ....	146	120	33
20	Toy shops : Magasins de jouets .....	9	8	2
21	Novelty and souvenir shops : Boutiques de nouveautés et souvenirs .....	131	118	15
22	Cameras and photographic stores : Magasins de caméras et fournitures de photographies .....	49	27	14
Jewellery stores : Bijouterie --				
23	Jewellery stores : Bijouterie .....	1,509	1,283	342
24	Jewellery stores (instalment credit) : Bijouterie (crédit: payements à tempérament) .....	23	13	3
Luggage and leather goods stores : Valiseries (marchandises en cuir) --				
25	Luggage and leather goods stores : Valiseries (marchandises en cuir) .....	75	41	28
26	Leather and leather findings : Magasins de cuir et crépins ...	14	12	2
27	Music stores (without radio) : Magasins de musique (sans radios)	84	69	18
News dealers : Vendeurs de journaux et de papeterie --				
28	News dealers (tobacco and confectionery) : Magasins de journaux (tabac et confiseries) .....	275	211	26
29	News dealers (stationery and novelties) : Magasins de journaux (papeterie et curiosités) .....	295	254	53



Tableau 1.--CANADA - Commerce de Détail, 1930, par Genres de Commerce (Suite) -

Salaries Salaires	Personnel (f.t.e.-t.e.e.)			Personnel (p.t.e.-t.e.e.)			Sales Ventes	Stocks	
	M.-H.	F.	S.	M.-H.	F.	S.			
\$			\$			\$	\$	\$	
25,400	89	42	78,000	4	10	3,600	904,200	79,200	1
94,100	526	434	571,400	70	88	26,000	4,749,400	124,800	2
10,200	136	68	87,400	56	58	21,800	970,100	39,600	3
31,300	165	451	424,900	11	109	77,900	2,886,900	44,200	4
45,300	171	437	362,900	28	117	34,900	2,374,500	80,000	5
8,687,900	31,099	6,576	43,317,300	6,617	759	2,462,300	506,126,900	91,033,000	6
131,100	343	28	478,600	133	2	46,900	7,253,700	1,712,300	7
158,700	301	14	235,800	180	6	43,900	14,317,300	1,671,000	8
253,000	1,112	103	1,336,300	153	14	49,800	27,833,800	3,425,300	9
59,800	265	65	339,200	65	3	17,100	6,530,300	1,472,400	10
81,100	307	24	307,200	89	1	32,400	6,166,900	608,900	11
7,800	171	1	178,200	522	2	138,500	3,276,700	527,600	12
43,100	121	5	105,500	27	-	9,200	1,902,300	936,500	13
309,100	705	521	1,373,400	73	64	46,400	8,837,500	3,401,000	14
1,397,800	5,784	467	7,049,100	1,732	30	880,500	86,046,800	6,619,900	15
118,500	1,075	31	1,179,200	305	1	75,400	4,144,900	342,200	16
2,321,200	5,916	1,409	7,301,800	895	181	306,600	76,843,900	23,366,400	17
316,900	1,048	440	1,496,000	230	48	81,700	9,264,700	858,100	18
47,900	49	103	134,200	12	22	6,900	1,388,700	583,900	19
2,400	5	4	5,400	3	4	1,700	98,800	36,800	20
24,500	56	133	138,200	10	33	10,100	1,263,400	606,200	21
31,500	128	61	230,200	10	8	5,800	1,717,800	346,300	22
799,600	1,745	841	3,190,700	204	80	79,000	24,899,900	14,999,300	23
8,400	123	48	165,600	60	1	59,000	1,762,700	195,600	24
61,000	128	49	203,900	21	34	8,600	1,730,500	656,900	25
3,000	10	2	13,600	2	-	800	153,900	41,700	26
32,200	70	36	139,300	2	3	2,000	1,099,700	575,800	27
33,600	366	121	305,200	40	14	9,800	3,329,500	418,000	28
101,700	247	135	297,800	128	27	38,500	3,095,100	900,300	29

Table 1.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business (Cont'd.) -

Kind of business : Genre de commerce		Stores Magasins	Prop's. A	Prop's. B
OTHER RETAIL STORES (Cont'd.) --				
Office, school and store supplies and equipment dealers : Marchands d'outillage de bureau, d'école et de magasin --				
1 Office and school supplies : Fournitures de bureaux et d'écoles.		67	33	37
2 Office, store and school furniture, equipment and supplies : Fournitures et outillage de bureau, école et magasin .....		89	36	42
3 Office and store mechanical appliances : Appareils mécaniques de bureau et de magasin .....		162	23	26
4 Typewriter dealers : Magasins de dactylographes .....		77	28	17
5 Opticians and optometrists : Opticiens et optométristes .....		323	255	81
6 Sporting goods stores : Magasins d'articles sportifs .....		122	91	45
7 Scientific and medical instruments : Instruments scientifiques et médicaux .....		42	30	17
Tobacco stores and stands : Magasins et comptoirs de tabac --				
8 Tobacco stands (hotel lobbies, etc.) : Comptoirs de tabac (dans les hôtels, etc.) .....		747	690	104
9 Tobacco stores with news-stands : Magasins de tabac avec rayon de journaux .....		568	488	101
10 Tobacco stores : Magasins de tabac .....		471	267	31
11 Tobacco stores with foods : Magasins de tabac, avec aliments ..		634	546	87
Miscellaneous classifications : Classifications diverses --				
12 Brewers' warehouses : Entrepôts de brasserie .....		111	35	33
13 Government liquor stores : Dépôts de spiritueux exploités par le gouvernement .....		651	-	-
14 Monuments and stones : Pierres tombales et monuments .....		177	162	56
15 Other wine and liquor stores : Autres dépôts, de vins et spiritueux .....		22	10	8
16 Patent medicines, remedies, perfumes, etc. : Médicaments brevetés, drogues, parfums, etc. ....		1,446	1,428	17
17 Taverns and other liquor stores : Tavernes et autres magasins de liqueurs .....		432	357	130
18 Miscellaneous kinds of business (n.o.s.) : Etablissements divers, non dénommés .....		1,140	676	179
19 SECONDHAND GROUP : GROUPE DE LA MARCHANDISE DE SECONDE MAIN ...		1,606	1,486	233
20 Automobile parts and accessories : Pièces détachées et accessoires d'automobile .....		159	132	34
21 Clothing and shoe stores : Vêtement et chaussures .....		273	251	29
22 Furniture stores : Magasins de meubles .....		479	458	48
23 Other secondhand stores : Autres magasins d'articles usagés ...		695	645	122

Tableau 1.--CANADA - Commerce de Détail, 1930, par Genres de Commerce (Suite) -

Salaries Salaires	Personnel (f.t.-t.e.)			Personnel (p.t.-t.p.)			Sales Ventes	Stocks	
	M.-H.	F.	S.	M.-H.	F.	S.			
\$			\$			\$	\$	\$	
118,400	239	60	367,600	6	5	3,400	2,225,900	543,900	1
142,700	485	130	1,009,200	23	8	13,000	6,312,900	1,329,700	2
86,000	830	131	1,728,500	14	6	8,300	7,494,600	1,419,300	3
52,700	705	125	1,290,200	5	-	1,200	3,796,500	1,076,800	4
216,700	247	94	466,000	17	14	9,200	3,180,200	516,000	5
99,300	215	39	340,100	27	3	9,600	3,678,600	950,800	6
66,100	152	59	268,300	1	4	1,800	1,735,900	538,400	7
153,300	567	50	562,400	131	11	36,900	5,846,200	665,400	8
155,800	270	126	322,200	56	24	19,400	7,207,900	1,066,400	9
60,800	630	44	863,800	18	1	5,500	10,683,500	1,394,900	10
139,600	264	114	328,100	43	21	13,600	6,965,200	932,900	11
103,000	428	66	555,600	42	3	22,500	14,894,400	965,200	12
-	2,268	211	4,031,100	140	3	39,500	100,821,100	5,443,000	13
106,200	289	14	354,500	43	3	15,800	1,709,700	507,300	14
18,900	43	4	57,400	20	2	2,200	719,000	197,300	15
30,000	66	40	85,000	19	3	5,000	3,846,000	559,600	16
294,000	1,602	190	1,918,600	173	13	59,500	10,486,800	269,100	17
500,500	1,724	438	2,564,300	943	57	245,300	21,558,700	8,354,600	18
369,600	1,029	117	1,077,200	229	12	67,400	11,812,600	3,583,500	19
51,300	240	16	261,700	34	2	9,800	1,522,900	443,500	20
37,700	88	12	89,300	12	3	4,700	1,213,800	384,100	21
73,000	183	20	200,400	41	1	13,500	2,799,000	830,000	22
207,600	518	69	525,800	142	6	39,400	6,276,900	1,925,900	23



Table 2.--CANADA - Retail Merchandise Trade, 1930, by Types of Operation

Tableau 2.--CANADA - Commerce de Détail, 1930, par Types d'Opération

Type of operation: Type d'opération	Number of stores Nombre de magasins	Full-time employees Personnel à temps entier		Net Sales (1930) Ventes nettes (1930)	
		Number Nombre	Salaries & wages Salaires et gages	Amount Montant	Per cent of total sales Rapport du ventes nettes
Total, All Stores: Total, tous les magasins	125,002	238,383	\$ 247,103,500	\$ 2,753,319,900	100.00
Single store independents: Magasins individuels indépendants .....	101,116	159,543	158,211,000	1,819,837,100	66.09
Single stores (in voluntary chains): Magasins individuels (chaînes volontaires)	4,753	7,208	5,905,100	119,030,400	4.32
Two-store multiples: Multiples de deux magasins .....	3,391	13,495	15,507,600	147,613,200	5.36
Two-store multiples (in voluntary chains): Multiples de deux magasins (chaînes volontaires) .....	186	428	380,900	5,592,700	.20
Three-store multiples: Multiples de trois magasins .....	1,231	6,427	7,372,900	64,736,300	2.35
Three-store multiples (in voluntary chains): Multiples de trois magasins (chaînes volontaires) .....	49	131	127,000	1,924,500	.07
Local chains (4 stores and over): Chaînes locales (4 magasins et plus) .....	1,340	6,589	7,234,500	70,151,000	2.55
Provincial chains: Chaînes provinciales.	2,893	10,918	13,970,300	207,462,800	7.54
Sectional chains: Chaînes sectionnelles.	1,624	11,203	12,634,400	102,310,700	3.72
National chains: Chaînes nationales ....	2,230	14,382	15,394,300	145,717,500	5.29
Manufacturer-controlled chains (provincial): Chaînes contrôlées par les manufacturiers (provinciales) .....	32	173	224,800	3,426,400	.12
Manufacturer-controlled chains (sectional): Chaînes contrôlées par les manufacturiers (sectionnelles) .....	40	208	301,400	1,776,500	.06
Manufacturer-controlled chains (national): Chaînes contrôlées par les manufacturiers (nationales) .....	375	4,788	7,363,000	32,233,100	1.17
Direct selling (house to house): Colportage (de porte en porte) .....	2,041	525	429,900	7,102,600	.26
Industrial stores (owned by manufacturers): Magasins industriels (appartenant aux manufacturiers) .....	176	622	813,600	10,462,800	.38
Leased concessions (hotels): Concessions louées (hôtels) .....	131	316	253,500	1,901,100	.07
Leased departments: Rayons loués .....	18	57	67,600	671,600	.03
Line elevators, selling coal and feed: Elevateurs à grain, vendant charbon et provende	1,148	152	159,500	2,982,100	.11
Mail Order houses (apart from stores): Comptoirs postaux (non inclus avec des magasins)	35	284	324,500	3,007,500	.11
Producers-retailers of milk: Producteurs détaillants de lait .....	2,192	934	427,700	5,371,800	.20
Other types: Autres types .....	1	-	-	8,200	-

Table 2.--CANADA -- Retail Merchandise Trade, 1930, by Types of Operation (Cont'd.) --

Tableau 2.--CANADA -- Commerce de Détail, 1930, par Types d'Opération (Suite) -

Type of operation : Type d'opération	Stores Magasins	Personnel (f.t.-t.e.)		Net sales (1930) Ventes nettes (1930)	
		Number Nombre	Salaries Salaires	Amount Montant	%
			\$	\$	
Grocery stores (without meat) : Epiceries (sans rayon de viandes) .....	18,166	13,600	10,768,100	243,699,300	100.00
Single store independents : Magasins individuels indépendants .....	14,421	6,757	4,514,900	126,303,400	51.83
Single stores (in voluntary chains) : Magasins individuels (chaînes volontaires) .....	2,079	2,550	1,829,000	41,295,700	16.94
Two-store multiples : Multiples de deux magasins	195	368	291,000	4,458,000	1.83
Three-store multiples : Multiples de trois magasins .....	60	157	140,800	1,981,500	.81
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	247	834	709,000	10,093,300	4.14
Provincial chains : Chaînes provinciales ....	459	1,310	1,467,800	30,721,300	12.61
Sectional chains : Chaînes sectionnelles ....	198)	1,617	1,808,000	28,724,500	11.79
National chains : Chaînes nationales .....	496)				
Other types : Autres types .....	11	7	7,600	121,600	.05
Combination stores (groceries and meats) : Magasins combinés (épiceries et boucheries) ..	5,162	11,461	11,135,200	161,704,100	100.00
Single store independents : Magasins individuels indépendants .....	3,489	5,224	4,353,900	73,581,100	45.50
Single stores (in voluntary chains) : Magasins individuels (chaînes volontaires) .....	789	1,859	1,677,400	26,647,200	16.48
Two-store multiples : Multiples de deux magasins	145	462	438,400	5,366,600	3.32
Three-store multiples : Multiples de trois magasins	44	174	171,300	2,355,900	1.46
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	66	387	400,300	4,123,900	2.55
Provincial chains : Chaînes provinciales ....	93	507	500,100	6,579,900	4.07
Sectional chains : Chaînes sectionnelles ....	326)	2,846	3,590,700	43,003,900	26.59
National chains : Chaînes nationales .....	208)				
Other types : Autres types .....	2	2	3,100	45,600	.03
Drug stores : Pharmacies .....	3,559	7,325	7,301,800	76,848,900	100.00
Single store independents : Magasins individuels indépendants .....	2,817	4,513	4,057,500	51,113,700	66.51
Single stores (in voluntary chains) : Magasins individuels (chaînes volontaires) .....	20	48	39,000	488,800	.64
Two-store multiples : Multiples de deux magasins	319	958	935,300	7,859,600	10.23
Three-store multiples : Multiples de trois magasins .....	104	373	408,800	2,887,300	3.76
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	173	791	897,300	6,834,400	8.89
Provincial chains : Chaînes provinciales ....	73)				
Sectional chains : Chaînes sectionnelles ....	6)	620	939,600	7,439,200	9.68
National chains : Chaînes nationales .....	37)				
Leased departments and concessions : Rayons et concessions louées .....	10	22	24,300	225,900	.29



Table 2.--CANADA - Retail Merchandise Trade, 1930, by Types of Operation (Cont'd.) -

Tableau 2.--CANADA - Commerce de Détail, 1930, par Types d'Opération (Suite) -

Type of operation : Type d'opération	Stores Magasins	Personnel (f.t.o.-t.o.e.)		Net Sales (1930) Ventes nettes (1930)	
		Number Nombre	Salaries Salaires	Amount Montant	%
			\$	\$	
Variety, 5-and-10, and to-a-dollar stores:					
Bazars, magasins de 5 et 10 cents, jusqu'à \$1.00.	513	5,293	4,147,700	44,212,200	100.00
Single store independents : Magasins individuels indépendants .....	146	228	152,500	2,042,900	4.62
Single stores (in voluntary chains) : Magasins individuels (chaînes volontaires) .....	9	14	11,100	184,000	.42
Two-store multiples: Multiples de deux magasins.	23)				
Three-store multiples: Multiples de trois magasins	9)	94	64,000	603,800	1.37
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	17	205	132,300	1,336,600	3.02
Provincial chains : Chaînes provinciales .....	55	434	271,900	2,486,900	5.62
Sectional chains : Chaînes sectionnelles .....	21)				
National chains : Chaînes nationales .....	233)	4,318	3,515,900	37,558,000	84.95
Men's clothing and furnishings stores and custom tailors(1) : Magasins de vêtements et lingerie (hommes) et tailleurs sur mesure(1) .....	3,909	5,915	7,063,800	70,623,900	100.00
Single store independents: Magasins individuels indépendants .....	3,494	4,652	5,172,500	52,807,900	74.77
Two-store multiples: Multiples de deux magasins.	179	442	623,200	5,856,200	8.29
Three-store multiples: Multiples de trois magasins	48	152	218,700	1,486,700	2.11
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	27	70	116,700	1,224,700	1.74
Provincial chains : Chaînes provinciales .....	57	230	353,800	3,134,800	4.44
Sectional chains : Chaînes sectionnelles .....	28)				
National chains : Chaînes nationales .....	66)	340	543,900	5,729,900	8.11
Other types : Autres types .....	10	29	35,000	383,700	.54
Women's apparel and accessories stores(2) :					
Vêtement de femme et accessoires(2) .....	1,752	4,784	4,520,500	49,362,800	100.00
Single store independents : Magasins individuels indépendants .....	1,376	2,963	2,765,000	32,544,500	65.93
Two-store multiples : Multiples de deux magasins	152	552	587,600	5,429,900	11.00
Three-store multiples: Multiples de trois magasins	63	500	410,100	3,382,600	6.85
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	30	92	86,800	1,147,400	2.32
Provincial chains : Chaînes provinciales .....	47	171	175,500	1,658,100	3.36
Sectional chains : Chaînes sectionnelles .....	15)				
National chains : Chaînes nationales .....	56)	480	454,600	5,014,700	10.16
Other types : Autres types .....	13	26	40,900	185,600	.38

(1) Exclusive of hat stores : (1) Magasins de chapeaux non compris.

(2) Exclusive of millinery stores : (2) Magasins de modes non compris.



Table 2.—CANADA — Retail Merchandise Trade, 1930, by Types of Operation (Cont'd.) —

Tableau 2.—CANADA — Commerce de Détail, 1930, par Types d'Opération (Suite) —

Type of operation : Type d'opération	Stores Magasins	Personnel (f.t.e.-t.e.)		Net Sales (1930) Ventes nettes (1930)	
		Number Nombre	Salaries Salaires	Amount Montant	%
			\$	\$	
Shoe stores : Magasins de chaussures .....	1,641	2,496	3,125,800	35,908,000	100.00
Single store independents : Magasins individuels indépendants .....	1,180	1,273	1,458,500	19,134,200	53.29
Single stores (in voluntary chains) : Magasins individuels (chaînes volontaires) .....	89	183	219,800	2,826,400	7.87
Two-store multiples : Multiples de deux magasins	89	200	292,400	3,113,200	8.67
Three-store multiples : Multiples de trois magasins .....	75	251	306,300	2,669,100	7.43
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	86	250	363,600	4,232,900	11.79
Provincial chains : Chaînes provinciales .....	56)				
Sectional chains : Chaînes sectionnelles .....	5)	278	387,500	3,341,700	9.31
National chains : Chaînes nationales .....	51)				
Other types : Autres types .....	10	61	97,700	590,500	1.64
Filling stations : Stations d'essence .....	5,503	5,300	5,406,200	66,449,300	100.00
Single store independents : Magasins individuels indépendants .....	4,574	2,702	2,389,600	44,039,200	66.28
Two-store multiples : Multiples de deux magasins	129	330	353,900	3,637,500	5.47
Three-store multiples : Multiples de trois magasins .....	67	177	199,200	2,294,100	3.45
Local chains (4 stores and over) : Chaînes locales (4 magasins et plus) .....	64	141	140,100	1,762,800	2.65
Provincial chains : Chaînes provinciales .....	159	460	524,600	3,445,500	5.19
Sectional chains : Chaînes sectionnelles .....	169	504	629,000	3,470,400	5.22
National chains : Chaînes nationales .....	340	986	1,169,800	7,793,400	11.73
Other types : Autres types .....	1	-	-	6,400	.01
Office and store mechanical appliances and typewriters : Appareils mécaniques de bureau, de magasin, et dactylographes .....	239	1,791	3,018,700	11,291,100	100.00
Single store independents : Magasins individuels indépendants .....	86	330	406,000	2,406,000	21.31
Two-store multiples : Multiples de deux magasins	5)				
Three-store multiples : Multiples de trois magasins .....	6)	80	177,900	566,300	5.02
Manufacturer-controlled chains : Chaînes contrôlées par les manufacturiers .....	137	1,371	2,415,500	8,244,900	73.02
Other types : Autres types .....	5	10	19,300	73,900	.65

Table 3.--Proportion of Chain-Store Business, by Provinces and Size of Locality

All Kinds of Business Combined

Geographic Divisions Divisions géographiques	All localities Toutes localités		Over 100,000 Plus de 100,000	
	Stores Magasins	Sales Ventes \$	Stores Magasins	Sales Ventes \$
1 CANADA, TOTAL --				
All stores : Tout genre de magasins	125,002	2,753,319,900	32,398	1,170,602,400
Chain stores : Chaînes de magasins.	8,534	563,078,000	3,110	267,839,400
Percentage chains to total :				
Pourcentage des chaînes au total ..	6.83	20.45	9.60	22.88
2 Northwest Territories and Yukon : Yukon et Territoires du Nord-Ouest --				
All stores : Tout genre de magasins	130	3,216,100	-	-
Chain stores : Chaînes de magasins.	81	2,088,100	-	-
Percentage chains to total :				
Pourcentage des chaînes au total ..	62.31	64.93	-	-
3 British Columbia : Colombie Britannique --				
All stores : Tout genre de magasins	9,501	248,597,500	3,845	122,830,900
Chain stores : Chaînes de magasins.	698	61,346,700	367	36,303,700
Percentage chains to total :				
Pourcentage des chaînes au total ..	7.35	24.68	9.54	29.56
4 Alberta --				
All stores : Tout genre de magasins	8,592	176,537,100	-	-
Chain stores : Chaînes de magasins.	683	42,177,300	-	-
Percentage chains to total :				
Pourcentage des chaînes au total ..	7.95	23.89	-	-
5 Saskatchewan --				
All stores : Tout genre de magasins	10,841	189,181,100	-	-
Chain stores : Chaînes de magasins.	1,237	44,179,700	-	-
Percentage chains to total :				
Pourcentage des chaînes au total ..	11.41	23.35	-	-
6 Manitoba --				
All stores : Tout genre de magasins	6,859	189,243,900	2,486	131,480,200
Chain stores : Chaînes de magasins.	434	23,146,400	213	16,432,000
Percentage chains to total :				
Pourcentage des chaînes au total ..	6.33	12.23	8.57	12.50
7 Ontario --				
All stores : Tout genre de magasins	43,045	1,099,990,200	12,367	500,897,900
Chain stores : Chaînes de magasins.	3,293	237,959,900	1,455	125,740,900
Percentage chains to total :				
Pourcentage des chaînes au total ..	7.65	21.63	11.77	25.10

Tableau 3.--Proportion du Commerce des Chaînes de Magasins,  
par Provinces et Etendue de Localité

Tout Genre de Commerce Combiné

SALES IN PLACES HAVING POPULATION OF : VENTES DANS LES LOCALITES AVEC UNE POPULATION DE ---								
30,000 - 100,000		10,000 - 30,000		1,000 - 10,000		Less than 1,000 Moins de 1,000		
Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes	
	\$		\$		\$		\$	
9,707 1,038	334,112,100 99,879,600	11,874 1,042	341,420,200 79,528,900	24,381 1,288	457,842,300 75,105,600	46,642 2,056	449,342,900 40,724,500	1
10.69	29.89	8.78	23.29	5.28	16.40	4.41	9.06	
-	-	-	-	-	-	130	3,216,100	2
-	-	-	-	-	-	81	2,088,100	
-	-	-	-	-	-	62.31	64.93	
809 46	27,108,500 6,646,000	288 27	10,084,400 2,738,600	1,842 114	45,591,600 9,551,700	2,717 144	42,982,100 6,106,700	3
5.69	24.52	9.38	27.16	6.19	20.95	5.30	14.21	
2,190 204	80,945,700 28,734,000	363 29	13,014,800 3,458,600	1,162 101	25,064,900 4,271,700	4,877 349	57,511,700 5,713,000	4
9.32	35.50	7.99	26.57	8.69	17.04	7.16	9.93	
1,115 153	58,469,800 19,825,100	308 34	9,688,400 3,251,200	1,509 148	38,174,300 8,800,100	7,909 902	82,848,600 12,303,300	5
13.72	33.91	11.03	33.56	9.81	23.05	11.40	14.85	
-	-	350	9,384,200	756	13,813,700	3,267	34,565,800	6
-	-	24	1,803,200	49	2,512,300	148	2,398,900	
-	-	6.86	19.22	6.48	18.19	4.53	6.94	
2,827 400	93,455,800 26,129,500	6,410 667	195,044,600 49,462,800	9,644 523	188,144,200 29,697,200	11,797 248	122,447,700 6,929,500	7
14.15	27.96	10.41	25.36	5.42	15.78	2.10	5.66	



Table 3.--Proportion of Chain Store Business, by Provinces and Size of Locality  
(Cont'd.) --

Geographic Divisions Divisions géographiques	All localities Toutes localités		Over 100,000 Plus de 100,000	
	Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes
		\$		\$
1 Quebec : Québec --				
All stores : Tout genre de magasins ..	34,285	648,888,500	13,700	415,393,400
Chain stores : Chaînes de magasins ...	1,699	120,530,800	1,075	89,362,800
Percentage chains to total :				
Pourcentage des chaînes au total .....	4.96	18.57	7.85	21.51
2 New Brunswick : Nouveau Brunswick --				
All stores : Tout genre de magasins ..	4,434	84,371,900	-	-
Chain stores : Chaînes de magasins ...	169	12,586,300	-	-
Percentage chains to total :				
Pourcentage des chaînes au total .....	3.81	14.92	-	-
3 Nova Scotia : Nouvelle-Ecosse --				
All stores : Tout genre de magasins ..	6,464	99,519,900	-	-
Chain stores : Chaînes de magasins ...	228	18,378,200	-	-
Percentage chains to total :				
Pourcentage des chaînes au total .....	3.53	18.47	-	-
4 Prince Edward Island : Ile du Prince Edouard --				
All stores : Tout genre de magasins ..	851	13,773,700	-	-
Chain stores : Chaînes de magasins ...	12	684,600	-	-
Percentage chains to total :				
Pourcentage des chaînes au total .....	1.41	4.97	-	-

An (X) indicates that figures are withheld to avoid disclosing individual operations,  
but these are included in the totals.

Tableau 3.--Proportion du Commerce des Chaînes de Magasins,  
par Provinces et Etendue de Localité (Suite) --

SALES IN PLACES HAVING POPULATION OF: VENTES DANS LES LOCALITES AVEC UNE POPULATION DE --								
30,000 - 100,000		10,000 - 30,000		1,000 - 10,000		Less than 1,000 Moins de 1,000		
Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes	Stores Magasins	Sales Ventes	
	\$		\$		\$		\$	
1,044 112	22,854,000 6,055,600	3,060 202	65,224,100 13,270,300	6,003 187	80,540,800 9,119,200	10,478 123	64,876,200 2,722,900	1
10.73	26.50	6.60	20.35	3.12	11.32	1.17	4.20	
822 49	21,435,100 3,962,400	302 23	20,751,400 1,676,200	1,179 58	24,539,100 5,186,700	2,131 39	17,646,300 1,761,000	2
5.96	18.49	7.62	8.08	4.92	21.14	1.83	9.98	
900 74	29,843,200 8,527,000	572 28	12,404,800 3,265,700	2,208 106	38,858,000 (X)	2,784 20	18,413,900 (X)	3
8.22	28.57	4.90	26.33	4.80	(X)	.72	(X)	
- - -	- - -	221 8 3.62	5,823,500 602,300 10.34	78 2 2.56	3,115,700 (X) (X)	552 2 .36	4,834,500 (X) (X)	4

Une (X) indique que les chiffres ne sont pas donnés afin de ne pas dévoiler des opérations individuelles, mais ceux-ci sont inclus dans les totaux.

Table 4.--CANADA - Retail Merchandise Trade, 1930, by Kinds of Business  
Rent and Other Operating Expenses

Kind of business : Genre de commerce	A. Stores in Leased Premises A. Magasins dans un local loué		
	Number of stores Nombre de magasins	Rent Loyer \$	Net sales Ventes nettes (1930) \$
1 Total, All Stores Reporting: Total, tous les magasins faisant rapport .....	58,614	63,172,400	1,715,424,000
2 Food group : Groupe de l'alimentation .....	20,967	13,442,000	392,875,000
3 Country general stores: Magasins généraux de campagne.	2,308	1,104,800	53,637,000
4 General merchandise group: Groupe des marchands généraux	1,767	8,084,600	312,724,600
5 Automotive group : Groupe de l'automobile .....	5,209	6,012,600	212,419,400
6 Apparel group : Groupe du vêtement .....	7,812	11,261,500	182,177,200
7 Building materials group : Groupe des matériaux de construction .....	2,302	1,902,900	66,782,300
8 Furniture and household group : Groupe des meubles et articles de ménage .....	2,032	2,975,600	71,510,400
9 Restaurants, cafeterias and eating places: Restaurants, cafétérias et salles à manger .....	3,906	5,121,500	63,197,800
10 Other retail stores : Autres magasins de détail .....	11,253	12,612,200	352,100,500
11 Secondhand group : Groupe de la marchandise de seconde main .....	1,058	654,700	7,999,800
<u>Selected Kinds of Business</u>			
12 Confectionery stores : Confiserie .....	4,804	2,731,900	35,591,400
13 Grocery stores (without meat) : Epiceries (sans rayon de viandes) .....	7,889	4,541,300	158,991,100
14 Grocery stores with meats : Epiceries (avec rayon de viandes) .....	1,613	1,830,700	75,266,600
15 Meat markets with groceries: Boucheries avec épiceries	1,053	725,600	28,723,700
16 Meat markets : Boucheries .....	2,541	1,400,800	51,804,700
17 Department stores : Magasins à rayons .....	71	5,120,400	246,241,100
18 Dry goods stores : Magasins de marchandises sèches ...	1,132	1,146,800	22,163,100
19 General merchandise stores with food departments : Magasins de marchandises générales avec rayons de produits alimentaires .....	127	123,100	7,720,200
20 Variety, 5-and-10, and to-a-dollar stores : Bazars, magasins de 5 et 10 cents, jusqu'à \$1.00 .....	394	1,620,200	34,776,500
21 Automobile dealers : Marchands d'automobiles .....	1,007	2,712,200	142,513,100
22 Accessories, tires and batteries : Accessoires (auto.), pneus et batteries .....	231	181,500	4,458,400
23 Filling stations : Stations d'essence .....	564	407,600	9,530,300
24 Filling stations with tires and accessories: Stations d'essence avec pneus et accessoires .....	1,116	890,200	21,015,400
25 Filling stations with other merchandise : Stations d'essence avec autre marchandise .....	268	99,700	2,239,400
26 Garages : Garages .....	1,586	1,429,800	23,330,600
27 Men's and boys' clothing stores: Magasins de vêtements pour hommes et garçons .....	154	447,000	5,194,400



Tableau 4.--CANADA - Commerce de Détail, 1930, par Genres de Commerce

Loyer et autres frais généraux

B. Operating Expenses Reported (1)-

B. Frais généraux déclarés (1)

Number of stores reporting Magasins faisant rapport	Estimated(2) value of pro- prietors' services Valeur estimative des services des propriétaires	Salaries & wages of employees Salaires et gages du personnel	Total wage cost, including proprietors' salaries Tous comptes des gages, y compris les salaires des propriétaires	(3) All other expenses Tous autres frais	Net sales Ventes nettes (1930)	Total operating expense, per cent of net sales: Toutes dépenses d'exploitation, pour cent des ventes nettes	
	\$	\$	\$	\$	\$		
74,366	84,564,800	231,497,900	316,062,700	249,863,600	2,356,368,500	24.02	1
23,535	20,799,900	34,623,700	55,423,600	41,175,500	479,611,900	20.14	2
7,440	7,701,500	7,498,600	15,200,100	9,320,900	165,784,200	14.80	3
2,049	2,446,900	55,167,100	57,614,000	52,168,800	436,253,400	25.16	4
8,611	11,144,100	32,753,400	43,897,500	31,124,800	339,974,300	22.07	5
7,538	10,734,900	20,500,000	31,234,900	27,303,100	193,596,600	30.24	6
4,755	6,712,200	14,647,200	21,359,400	14,296,100	143,362,600	24.87	7
2,301	3,593,600	13,186,900	16,780,500	15,231,400	91,659,000	34.92	8
3,184	3,269,400	11,923,500	15,192,900	11,919,500	61,273,500	44.25	9
14,075	17,107,500	40,252,900	57,360,400	45,795,600	435,688,400	23.68	10
878	1,054,800	944,600	1,999,400	1,527,900	9,164,600	38.49	11
<u>Lignes Sélectionnées de Commerce</u>							
3,918	3,062,700	2,589,600	5,652,300	4,780,800	34,017,100	30.67	12
9,314	7,424,900	9,652,700	17,077,600	12,787,200	187,023,700	15.97	13
2,315	2,151,900	7,403,200	9,555,100	7,123,100	99,087,500	16.83	14
1,355	1,493,700	2,660,400	4,154,100	2,818,000	36,849,300	18.92	15
2,940	2,988,500	4,677,000	7,665,500	4,930,500	60,944,500	20.67	16
142	511,500	46,934,400	47,445,900	42,300,500	349,138,200	25.71	17
1,147	1,320,400	2,273,000	3,593,400	3,063,100	26,294,200	25.32	18
242	398,200	1,011,700	1,409,900	804,200	14,475,600	15.30	19
462	143,000	4,644,900	4,787,900	5,635,300	43,266,200	24.09	20
1,965	3,769,400	20,679,200	24,448,600	19,115,900	226,725,900	19.21	21
242	359,300	748,500	1,107,800	720,600	5,306,600	34.46	22
919	648,300	1,848,900	2,497,200	2,094,100	17,503,400	26.23	23
1,631	1,600,200	2,953,200	4,553,400	2,859,900	30,550,600	24.27	24
533	355,800	202,600	558,400	437,600	4,349,500	22.90	25
2,669	3,455,600	4,915,500	8,371,100	4,396,400	38,694,400	33.00	26
148	217,400	544,500	761,900	1,001,900	5,524,800	31.93	27

Table 4.—CANADA - Retail Merchandise Trade, 1930, by Kinds of Business (Cont'd.) -  
Rent and Other Operating Expenses

Kind of business : Genre de commerce	A. Stores in Leased Premises A. Magasins dans un local loué		
	Stores Magasins	Rent Loyer	Sales Ventes
		\$	\$
1 Men's furnishings stores : Magasins de lingerie (hommes) .	434	637,300	7,419,000
2 Men's and boys' clothing and furnishings stores : Magasins de vêtements et lingerie - hommes et garçons ...	1,067	1,962,200	34,235,000
3 Family clothing stores : Vêtement pour toute la famille ..	824	1,192,900	29,528,000
4 Women's ready-to-wear stores : Magasins de confection pour femmes .....	1,130	2,311,000	39,168,700
5 Millinery stores : Magasins de modes .....	914	728,700	5,670,600
6 Furriers - fur shops : Fourreurs .....	268	492,200	9,433,700
7 Shoe stores (men's, women's and children's) : Magasins de chaussures pour hommes, femmes et enfants .....	1,143	1,682,000	28,986,200
8 Hardware stores : Quincaillerie .....	1,330	1,234,500	33,272,600
9 Lumber and building materials : Cours de bois d'oeuvre et matériaux de construction, charbon et bois de chauffage	139	115,600	9,082,700
10 Lumber and building materials, coal and wood : Bois d'- oeuvre, matériaux de construction, charbon et bois de chauffage .....	110	58,200	7,086,600
11 Furniture stores : Magasins de meubles .....	439	975,800	22,724,000
12 Cafes (including confectionery) : Cafés (y compris confiseries) .....	622	791,800	10,541,400
13 Restaurants (table service) : Restaurants (avec service de table) .....	1,655	2,394,400	30,957,200
14 Farm implement agents : Agents de machines agricoles ....	469	95,900	2,699,000
15 Feed stores (flour, feed, grain, fertilizer) : Magasins de provende (farine, grain, etc.) .....	246	140,400	10,024,900
16 Coal and wood yards (including ice) : Cours à charbon et à bois - comprenant glace .....	771	560,900	41,849,800
17 Drug stores : Pharmacies .....	2,515	3,266,100	61,598,800
18 Jewellery stores : Bijouterie .....	1,073	1,490,100	21,535,600
19 Tobacco stores : Magasins de tabac .....	376	845,600	9,880,600

(1) Tous les établissements n'ont pas fourni les détails en plein des frais d'exploitation et même quelques magasins faisant rapport pour loyer ont omis la somme des dépenses diverses ce qui fait que les totaux de ce tableau ne correspondent pas avec ceux du tableau 1, ni n'incluent pas nécessairement les chiffres pour tous magasins pris à bail. Les frais d'exploitation paraissant dans ce tableau ne peuvent être considérés comme représentatifs que dans les genres de commerce où les ventes globales des établissements ayant déclaré leurs dépenses forment une assez large proportion des ventes globales de tous les magasins entrant dans la même classification.

(2) La valeur totale des services des propriétaires a été calculée de la manière suivante: d'abord, les montants déclarés comme salaires ont été pris sur ceux des propriétaires recevant un salaire fixe. Ensuite la valeur des services des propriétaires qui n'ont pas déclaré recevoir un salaire a été calculée au même taux que les salaires moyens des employés à temps entier dans le même genre de commerce et dans la même province.

(3) Comprenant loyer.



Tableau 4. — CANADA — Commerce de Détail, 1930, par Genres de Commerce (Suite) —  
Loyer et autres frais généraux

B. Operating Expenses Reported (1) B. Frais généraux déclarés (1)							
A							
Stores Magasins	Proprietors' services(2) Services des propriétaires	B Salaries Salaires	Total wage cost A + B Tous comptes des gages A + B	All other expenses (3) Tous autres frais	Net sales Ventes nettes (1930)	(4)	
	\$	\$	\$	\$	\$	%	
433	571,500	526,900	1,098,400	1,137,100	7,390,700	30.25	1
1,158	2,145,200	3,211,500	5,356,700	4,983,700	36,418,100	28.39	2
898	1,466,100	3,442,800	4,908,900	4,471,000	37,293,800	25.15	3
1,062	1,494,000	3,990,100	5,484,100	5,561,400	39,529,100	27.94	4
752	597,600	716,200	1,313,800	1,087,700	5,285,900	45.43	5
275	568,800	1,600,400	2,169,200	1,741,300	10,778,200	36.28	6
1,227	1,713,200	2,741,900	4,455,100	3,698,300	28,851,900	28.26	7
2,153	3,441,000	4,998,900	8,439,900	5,390,500	57,414,600	24.09	8
585	900,200	2,869,700	3,769,900	2,771,000	28,264,200	23.14	9
1,033	640,700	3,591,200	4,231,900	3,062,100	31,748,600	22.97	10
579	1,162,400	3,838,300	5,000,700	5,340,400	33,052,300	31.29	11
628	757,600	1,942,800	2,700,400	2,004,300	11,266,800	41.76	12
1,310	1,592,100	5,870,000	7,462,100	5,639,200	29,013,400	45.16	13
784	679,900	203,300	883,200	451,100	6,502,100	20.52	14
471	562,800	1,148,600	1,711,400	1,510,600	22,316,400	14.44	15
1,351	2,368,200	6,903,100	9,271,300	7,448,900	72,907,400	22.93	16
2,879	3,751,600	6,701,200	10,452,800	7,428,500	66,460,700	26.91	17
1,088	1,824,000	3,023,900	4,847,900	4,143,100	22,060,800	40.76	18
335	219,700	824,300	1,044,000	1,357,500	9,665,900	24.85	19

(1) Not all establishments gave full particulars of operating expenses and even some stores reporting rent failed to give the amount of other expenses. Thus the totals in this section do not agree with those in Table 1, nor do they necessarily include figures for all stores in leased premises. The operating expenses given in this table should only be considered representative for those kinds of business where the total sales of stores reporting expenses forms a fairly large proportion of the total sales of all stores in the same classification.

(2) The total value of proprietors' services was computed in the following manner: first, the amounts reported as salaries were taken for those proprietors receiving a fixed salary; secondly, the value of the services of those proprietors who did not report a fixed salary was computed at the same rate as the average salary of a full-time employee in the same kind of business and in the same province.

(3) Includes rent.

(4) Total operating expense, per cent of net sales.



Table 5.--CANADA - Retail Merchandise Trade, 1930, by Size of Business  
Stores Grouped According to Amount of Annual Sales, by Kinds of Business  
(Sales expressed in thousands of dollars)

Annual sales Ventes annuelles	Total, All Stores (1) Total, tous les magasins (1)		Food group Groupe de l'alimentation		Country general stores Magasins généraux de campagne		General merchandise Marchandises générales		Automotive Automobile	
	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$
Totals ....	123,838	2,678,954	43,952	582,556	11,895	228,017	2,959	448,400	13,082	377,633
Less than \$5,000 Moins de \$5,000.	47,532	95,355	19,616	39,184	2,322	5,591	824	1,674	4,529	9,806
\$5,000-\$9,999	22,548	159,461	8,428	58,946	2,337	16,622	451	3,171	2,386	16,994
\$10,000-\$19,999	23,438	328,605	7,613	105,373	3,238	45,722	477	6,669	2,327	32,851
\$20,000-\$29,999	11,583	278,575	3,481	83,198	1,794	42,929	293	7,103	1,224	29,777
\$30,000-\$49,999	9,431	356,729	2,809	105,762	1,386	51,841	250	9,689	1,087	41,609
\$50,000-\$99,999	5,979	407,305	1,536	103,750	687	45,481	286	20,138	800	55,065
\$100,000-\$199,999	2,145	288,712	359	46,787	114	14,494	181	24,262	413	56,780
\$200,000-\$299,999	545	130,651	68	16,179	11	2,593	78	18,895	117	28,423
\$300,000-\$499,999	388	144,308	31	11,061	3	1,137	54	20,989	126	46,666
\$500,000-\$999,999	164	109,514	6	3,685	3	1,610	22	15,243	55	36,307
\$1,000,000 or over \$1,000,000 et plus	85	379,768	5	8,638	-	-	43	320,571	18	23,362

Selected Kinds of Business

Annual sales Ventes annuelles	Total, All Stores Total, tous les magasins		Bakeries and bakery products Boulangeries et produits de la boulangerie		Confectionery Confiserie		Milk dealers Laiteries		Fruit and vegetables Fruits et légumes	
	Per cent of stores Pourcent des magasins	Per cent of sales Pourcent des ventes	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$
Totals .....	100.00	100.00	1,142	10,273	8,744	49,747	3,114	30,011	1,515	16,294
Less than \$5,000 Moins de \$5,000.	38.38	3.56	484	1,169	5,398	10,473	2,419	4,459	611	1,391
\$5,000-\$9,999 ..	18.21	5.95	297	2,075	1,935	13,460	358	2,434	377	2,637
\$10,000-\$19,999.	18.93	12.26	245	3,228	1,062	14,203	149	2,055	308	4,255
\$20,000-\$29,999.	9.35	10.40	66	1,555	215	5,066	58	1,382	111	2,599
\$30,000-\$49,999.	7.62	13.32	43	1,600	100	3,674	50	1,949	73	2,666
\$50,000-\$99,999.	4.83	15.20	6	(X)	29	1,907	50	3,345	31	2,180
\$100,000-\$199,999	1.73	10.78	-	-	4	(X)	12	1,749	4	548
\$200,000-\$299,999	.44	4.88	-	-	-	-	8	1,995	-	-
\$300,000-\$499,999	.31	5.39	1	(X)	1	(X)	4	1,421	-	-
\$500,000-\$999,999	.13	4.09	-	-	-	-	1	587	-	-
\$1,000,000 or over \$1,000,000 et plus	.07	14.17	-	-	-	-	5	8,638	-	-

(1) In some instances only the net sales for a group of stores were reported instead of the volume of business for each unit. The figures for such establishments have not been included in this table.  
An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Tableau 5.--CANADA -- Commerce de Détail, 1930, par le Chiffre d'Affaires  
Magasins groupés selon le montant des ventes annuelles, par genres de commerce  
(Ventes exprimées en milliers de dollars)

Apparel Vêtement		Building materials Matériaux de construction		Furniture and household Meubles et articles de ménage		Restaurants, cafeterias & eating places Restaurants, cafétérias et salles à manger		Other retail stores Autres magasins de détail		Secondhand group Groupe de la marchandise de seconde main		
stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	
10,404	215,876	6,023	161,392	3,167	98,166	5,534	70,914	25,216	484,188	1,606	11,812	1
3,218	6,930	1,132	2,616	799	1,781	2,522	5,394	11,560	20,492	1,010	1,887	2
1,819	12,956	1,169	8,630	523	3,703	1,214	8,526	3,933	27,954	288	1,959	3
2,176	30,557	1,658	23,544	637	9,018	923	12,761	4,204	59,641	185	2,469	4
1,129	27,247	778	18,589	364	8,892	352	8,456	2,111	51,039	57	1,345	5
1,109	41,953	591	22,281	356	13,807	256	9,744	1,547	58,559	40	1,484	6
679	45,717	425	28,984	281	19,546	184	12,656	1,080	74,439	21	1,529	7
210	28,037	186	26,163	141	18,361	64	8,641	475	64,889	2	298	8
32	7,491	40	9,207	42	10,155	15	3,461	140	33,733	2	514	9
23	8,248	30	11,311	15	5,440	4	1,277	101	37,849	1	330	10
8	(X)	12	(X)	6	3,452	-	-	52	36,102	-	-	11
1	(X)	2	(X)	3	4,012	-	-	13	19,496	-	-	12

Lignes Sélectionnées de Commerce

Grocery stores Epiceries		Grocery (without meat) Epiceries (sans rayon de viandes)		Meat markets with groceries Boucheries avec épiceries		Meat markets Boucheries		Department stores Magasins à rayons		Dry goods stores Magasins de marchandises sèches		
stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	
17,866	232,233	2,939	97,215	2,025	48,199	4,967	76,835	147	353,008	1,892	31,461	13
7,643	14,901	414	1,036	265	692	1,619	3,513	-	-	739	1,462	14
3,459	24,041	380	2,769	301	2,191	983	6,995	-	-	357	2,503	15
3,221	44,578	624	8,807	592	8,320	1,138	16,080	-	-	347	4,837	16
1,578	37,895	396	9,545	376	9,019	576	13,625	-	-	191	4,612	17
1,250	46,538	478	18,673	308	11,677	417	15,554	-	-	127	4,828	18
542	35,321	505	35,022	150	10,057	173	11,643	3	276	84	5,553	19
129	17,700	125	15,539	23	2,883	49	6,250	23	3,251	35	4,661	20
34	8,075	9	2,142	4	864	9	2,103	35	8,401	11	2,682	21
10	3,184	6	2,269	5	1,949	3	1,072	28	10,878	1	326	22
-	-	2	1,411	1	559	-	-	16	11,134	-	-	23
-	-	-	-	-	-	-	-	42	319,071	-	-	24

(1) Dans certains cas, les déclarations relatives à un groupe de magasins ne comprennent que les ventes nettes au lieu du chiffre d'affaires de chaque unité. Les données sur ces établissements ne sont pas comprises dans ce tableau.

Une (X) indique que les chiffres ne sont pas donnés afin de ne pas dévoiler des opérations individuelles, mais ceux-ci sont inclus dans les totaux.



Table 5.—CANADA - Retail Merchandise Trade, 1930, by Size of Business (Cont'd.) -

Annual sales Ventes annuelles	Automobile dealers Marchands d'automobiles		Filling stations Stations d'essence		Filling stations with tires and accessories Stations d'essence avec pneus et accessoires		Filling stations with other merchandise Stations d'essence avec autre marchandise		Garages Garages	
	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$
1 Totals .....	2,344	240,646	1,886	21,597	2,241	35,869	1,274	6,661	4,136	47,529
2 Less than \$5,000 .. Moins de \$5,000 ..	76	219	937	1,611	539	1,336	849	1,621	1,787	4,182
3 \$5,000-\$9,999 ..	160	1,197	274	1,934	511	3,652	257	1,767	942	6,756
4 \$10,000-\$19,999 ..	316	4,674	321	4,624	582	8,239	120	1,629	752	10,379
5 \$20,000-\$29,999 ..	284	6,931	167	4,034	310	7,574	28	683	301	7,254
6 \$30,000-\$49,999 ..	397	15,531	125	4,632	197	7,399	12	433	232	8,784
7 \$50,000-\$99,999 ..	466	32,858	52	3,384	91	6,104	8	526	92	6,091
8 \$100,000-\$199,999.	341	47,496	10	1,380	9	1,136	-	-	27	3,298
9 \$200,000-\$299,999.	108	26,336	-	-	2	433	-	-	2	468
10 \$300,000-\$499,999.	123	45,741	-	-	-	-	-	-	1	320
11 \$500,000-\$999,999.	55	36,305	-	-	-	-	-	-	-	-
12 \$1,000,000 or over \$1,000,000 ou plus	18	23,362	-	-	-	-	-	-	-	-

Annual sales Ventes annuelles	Hardware stores Quincaillerie		Lumber and building materials Cours de bois d'oeuvre et matériaux de construction		Lumber and build- ing materials, coal and wood Bois d'oeuvre, matériaux de construction, charbon et bois de chauffage		Furniture stores Magasins de meubles		Restaurants (table service) Restaurants (avec service de table)	
	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$
13 Totals .....	2,774	65,828	733	30,969	1,088	34,743	775	34,222	2,185	36,288
14 Less than \$5,000 .. Moins de \$5,000.	368	922	146	321	82	267	134	289	789	1,925
15 \$5,000-\$9,999 ..	534	3,944	134	985	262	2,029	110	785	480	3,422
16 \$10,000-\$19,999.	858	12,256	131	1,844	378	5,327	151	2,137	450	6,240
17 \$20,000-\$29,999.	440	10,550	71	1,704	127	3,005	108	2,665	169	4,108
18 \$30,000-\$49,999.	316	12,053	78	2,950	82	3,027	83	3,259	134	5,058
19 \$50,000-\$99,999.	177	11,704	92	6,431	83	5,854	103	7,301	119	8,140
20 \$100,000-\$199,999	63	8,781	53	7,438	51	7,091	58	7,388	34	4,833
21 \$200,000-\$299,999	13	3,009	13	2,946	9	2,025	16	3,871	7	1,604
22 \$300,000-\$499,999	3	(X)	13	4,799	9	3,390	9	3,119	3	960
23 \$500,000-\$999,999	2	(X)	1	(X)	5	2,728	1	(X)	-	-
24 \$1,000,000 or over \$1,000,000 ou plus	-	-	1	(X)	-	-	2	(X)	-	-

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.



Tableau 5.--CANADA - Commerce de Détail, 1930, par le Chiffre d'Affaires (Suite) -

Men's & boys' clothing and furnishings Vêtement et lingerie - hommes et garçons		Family clothing stores Vêtement pour toute la famille		Women's ready-to-wear stores Magasins de confection pour femmes		Millinery stores Magasins de modes		Custom tailors and made-to-measure clothing Tailleurs et vêtements sur mesure		Shoe stores (men's, women's & children's) Magasins de chaussures pour hommes, femmes et enfants		
stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	
	\$		\$		\$		\$		\$		\$	
1,409	40,736	1,133	40,560	1,337	42,422	1,333	6,602	1,724	14,836	1,557	33,313	1
109	305	113	304	214	568	888	1,554	1,035	2,163	326	863	2
206	1,516	138	1,023	228	1,703	258	1,666	340	2,324	278	2,017	3
393	5,634	320	4,540	287	4,036	135	1,827	206	2,768	400	5,736	4
285	6,844	171	4,180	168	4,041	31	714	51	1,239	208	5,012	5
229	8,610	189	7,083	221	8,481	17	601	49	1,853	210	8,094	6
139	9,108	141	9,531	148	10,046	4	239	26	1,751	107	7,508	7
35	4,724	39	5,344	55	7,576	-	-	14	1,830	26	3,619	8
5	1,108	9	2,161	9	2,109	-	-	2	(X)	2	465	9
8	2,886	9	3,201	3	1,038	-	-	1	(X)	-	-	10
-	-	3	(X)	4	2,829	-	-	-	-	-	-	11
-	-	1	(X)	-	-	-	-	-	-	-	-	12

Farm implement agents Agents de machines agricoles		Feed stores (flour, feed grain, fertilizer) Magasins de provende (farine, grain etc.)		Grain elevators (feed and coal) Elévateurs à grain (provende et charbon)		Coal and wood yards (including ice) Cours à charbon et à bois, comprenant glace		Drug stores Pharmacies		Jewellery stores Bijouteries		
stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	stores magasins	sales ventes	
	\$		\$		\$		\$		\$		\$	
5,078	14,317	802	27,835	1,170	3,277	2,071	86,046	3,504	74,754	1,509	24,902	13
4,317	4,788	227	482	975	1,488	502	1,079	340	897	572	1,457	14
395	2,704	110	764	174	1,145	306	2,149	575	4,309	396	2,798	15
253	3,366	129	1,807	12	159	364	5,162	1,229	17,957	316	4,407	16
71	1,649	98	2,350	3	77	185	4,466	747	18,157	100	2,409	17
36	1,385	111	4,290	3	104	259	9,862	423	15,739	64	2,404	18
6	429	68	4,575	2	139	274	19,130	144	9,689	37	2,494	19
-	-	40	5,189	1	165	123	17,261	40	5,171	11	1,436	20
-	-	8	1,850	-	-	24	5,841	3	774	6	1,470	21
-	-	7	2,567	-	-	20	7,380	1	(X)	1	(X)	22
-	-	2	1,140	-	-	11	8,171	1	(X)	4	(X)	23
-	-	2	2,825	-	-	3	5,555	1	(X)	2	(X)	24

Une (X) indique que les chiffres ne sont pas donnés afin de ne pas dévoiler des opérations individuelles, mais ceux-ci sont inclus dans les totaux

Table 6.--CANADA - Retail Merchandise Trade, 1930, Credit Business

Number of Stores and Amount of Sales Classified According to Degree of Credit,  
for Selected Kinds of Business

(Sales expressed in thousands of dollars)

Proportion of credit business Proportion des ventes à crédit	Total, All Stores Reporting (1) Total, tous les magasins faisant rapport (1)		Confectionery Confiserie		Grocery Epiceries		Grocery with meats Epiceries (avec rayon de viandes)	
	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$
1 Total stores reporting Magasins faisant rapport	66,717	1,367,546	5,091	31,670	10,239	120,888	1,583	42,428
2 All cash : Pas de crédit .....	22,325	274,980	3,920	23,701	2,722	22,740	193	5,450
3 1 - 10 per cent .....	9,128	158,437	624	5,171	1,340	16,289	203	5,073
4 11 - 20 pourcent .....	6,560	104,355	209	1,231	964	9,378	137	2,895
5 21 - 30 per cent .....	5,047	110,490	94	439	772	7,970	89	2,144
6 31 - 40 pourcent .....	5,228	117,368	85	406	921	10,138	128	3,168
7 41 - 50 per cent .....	5,569	131,339	75	354	1,174	13,589	200	4,795
8 51 - 60 pourcent .....	3,571	120,060	28	135	709	12,145	145	3,688
9 61 - 70 per cent .....	3,406	103,802	30	127	761	11,963	175	5,299
10 71 - 80 pourcent .....	2,725	93,073	15	65	555	9,867	190	6,037
11 Over 80 per cent : Au dessus de 80 pourcent	3,158	153,644	11	43	321	6,814	123	3,883

Proportion of credit business Proportion des ventes à crédit	Filling stations with tires and accessories Stations d'essence avec pneus et accessoires		Garages Garages		Men's and boys' clothing and furnishings Vêtement et lingerie-hommes et garçons		Women's ready- to-wear stores Magasins de confection pour femmes	
	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$
12 Total stores reporting : Magasins faisant rapport	1,011	15,069	1,976	22,213	984	28,094	829	28,008
13 All cash : Pas de crédit	190	2,130	281	2,185	365	9,222	432	13,509
14 1 - 10 per cent .....	237	3,516	395	4,550	221	5,711	120	2,512
15 11 - 20 pourcent .....	186	2,432	407	3,407	117	2,791	69	3,420
16 21 - 30 per cent .....	141	2,253	326	3,002	86	3,484	40	1,456
17 31 - 40 pourcent .....	115	1,901	247	3,077	86	2,958	32	686
18 41 - 50 per cent .....	69	1,421	163	2,518	47	2,028	43	2,422
19 51 - 60 pourcent .....	30	603	65	1,377	22	766	22	1,025
20 61 - 70 per cent .....	20	437	53	1,333	17	608	30	1,199
21 71 - 80 pourcent .....	10	270	28	469	7	49	18	446
22 Over 80 per cent : Au dessus de 80 pourcent .	13	111	11	300	16	480	23	1,530

(1) All stores did not report the amount of credit business or whether all sales were for cash. This table includes only those establishments which reported they sell entirely for cash or that they make credit sales.

Tableau 6.--CANADA - Commerce de Détail, 1930, Ventes à Crédit

Nombre de magasins et montants de ventes classifiés selon le degré de crédit  
pour genres sélectionnés de dollars

(Ventes exprimées en milliers de dollars)

Meat markets with groceries Boucheries avec épicerie		Meat markets Boucheries		Country general stores Magasins généraux de campagne		Dry goods stores Magasins de marchandises sèches		Automobile dealers Marchands d'automobiles		
stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	
1,252	30,655	2,626	45,238	6,973	144,328	1,145	20,102	1,534	165,614	1
185	4,878	537	10,354	695	12,381	592	8,353	15	184	2
177	4,650	401	7,797	895	15,943	220	4,698	88	6,258	3
117	2,236	314	4,072	988	17,128	121	2,409	169	10,895	4
122	2,610	244	3,272	833	15,154	69	1,743	186	14,640	5
118	2,841	278	4,345	960	20,356	55	1,275	209	17,388	6
182	3,909	350	5,019	990	21,327	31	629	215	24,199	7
118	3,297	193	4,096	595	14,413	22	586	210	30,574	8
97	2,674	167	3,257	482	13,110	11	167	175	24,313	9
86	2,224	92	2,072	319	8,070	7	58	113	13,367	10
50	1,343	50	960	216	6,453	17	185	154	23,801	11

Shoe stores Magasins de chaussures		Hardware stores Quincaillerie		Furniture stores Magasins de meubles		Coal and wood yards Cours à charbon et à bois		Drug stores Pharmacies		
stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	stores magasins	sales ventes \$	
968	20,060	2,032	49,355	502	21,104	1,205	54,443	2,591	50,551	12
465	11,987	203	2,617	41	438	168	2,797	1,081	21,551	13
225	3,741	202	3,014	12	144	101	2,143	913	15,822	14
101	1,589	217	3,567	29	383	134	2,567	270	5,160	15
76	1,476	234	3,696	40	736	88	3,036	162	4,003	16
41	581	332	6,068	25	324	105	6,410	85	2,020	17
29	267	323	7,839	62	1,288	113	3,328	41	1,430	18
10	244	225	7,584	48	1,278	114	4,537	15	275	19
6	17	157	6,312	74	3,384	100	4,704	7	92	20
8	63	96	6,000	79	6,412	119	10,636	7	85	21
7	98	43	2,665	92	6,717	163	14,287	10	117	22

(1) Comme la déclaration des ventes à crédit ou au comptant n'a pas été faite, par tous les magasins, le tableau ci-dessus ne couvre que les établissements ayant fait telles déclarations.











Lacking 1931-32



**CANADA**

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

**RETAIL MERCHANDISE TRADE**Government  
Publications**IN****CANADA****1933***Sample of  
all stores*Published by Authority of the HON. R. B. HANSON, K.C., M.P.,  
Minister of Trade and Commerce.

OTTAWA

1935





Published by Authority of the HON. R. B. HANSON, K.C., M.P.,  
Minister of Trade and Commerce.

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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

RETAIL MERCHANDISE TRADE IN CANADA, 1930 - 1933

The total retail merchandise trade in Canada during 1933 amounted to \$1,776,884,000 as compared with \$2,755,569,900 in 1930, according to the Census of Merchandising Establishments, 1933. Sales for the two intervening years, 1931 and 1932, amounted to \$2,325,732,000 and \$1,917,219,000 respectively. Or, representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 84.4 for 1931, 69.6 for 1932 and 64.5 for 1933.

The data for the basic year 1930 were secured in connection with the Census of Merchandising and Service Establishments, 1931. The figures for the following years have been derived from indexes of retail sales based upon reports secured in 1934 from all chain stores and the larger independent stores and covering the period from 1931 to 1933. Since all stores were not covered in the current Census, it is not possible to give the number of trading establishments in 1933. An explanation of the methods used in preparing the tables presented in this bulletin will be found in the last section of the introduction.

The decline in retail merchandise trade from 1930 to 1933 has not been uniform for all provinces. The least decrease in business is shown for Nova Scotia, where the index for 1933 was 69.7 compared with 100 for 1930, showing a decline of 30.3 per cent. The decline in Saskatchewan, however, was 45.0 per cent, or the index for 1933 is 55.0.

A comparison by five economic divisions, and with the 1930 business of each division represented by 100, gives the following indexes of retail sales for 1933, arranged in descending order: Ontario, 67.0; Maritime Provinces, 66.0; Quebec, 64.7; British Columbia, 61.8; and the Prairie Provinces, 60.0.

Upon comparing the business in each year with that of the year immediately preceding, it is found that for the Dominion as a whole the year-to-year decreases in retail merchandise trade were as follows: 1931, -15.6 per cent; 1932, -17.5 per cent; and 1933 compared with 1932 showed a decrease of 7.3 per cent. Retail merchandise trade in the Dominion during the period 1930 - 1933 thus showed the largest yearly decrease in 1932 and the smallest in 1933. The year-to-year changes by provinces are as follows:

	<u>1931</u>	<u>1932</u>	<u>1933</u>
Prince Edward Island .....	-16.8	-20.2	- 4.4
Nova Scotia .....	- 9.4	-16.9	- 7.4
New Brunswick .....	-15.0	-20.6	- 7.9
Quebec .....	-13.6	-17.4	- 9.4
Ontario .....	-13.5	-17.3	- 6.3
Manitoba .....	-18.3	-15.1	- 8.4
Saskatchewan .....	-27.2	-18.0	- 7.9
Alberta .....	-22.7	-15.3	- 6.4
British Columbia .....	-16.8	-21.6	- 5.2
Yukon and Northwest Territories .....	- 9.5	-24.5	-19.6

It will thus be seen that for the Dominion as a whole, and for all except the three Prairie Provinces, the greatest percentage decrease below the preceding year occurred in 1932, while in Manitoba, Saskatchewan and Alberta the greatest decline took place in 1931.

In 1930 the provinces, arranged in the order of their sales importance, together with the percentages of the Dominion business transacted, were as follows: Ontario, 39.92; Quebec, 23.63; British Columbia, 9.02; Manitoba, 6.87; Saskatchewan, 6.86; Alberta, 6.41; Nova Scotia, 3.61; New Brunswick, 3.06; Prince Edward Island, .50; Yukon and Northwest Territories, .12. In 1933 Alberta and Saskatchewan were interchanged in their order of sales importance, the percentages of the total business for that year being as follows: Ontario, 41.48; Quebec, 23.70; British Columbia, 8.65; Manitoba, 6.77; Alberta, 6.10; Saskatchewan, 5.86; Nova Scotia, 3.90; New Brunswick, 2.95; Prince Edward Island, .49; and Yukon and Northwest Territories, .10.

For the Census of Merchandising Establishments, 1933, 44 different kind-of-business classifications have been used and these have been combined into the following nine broad groups: Food Group; Country General Stores; General Merchandise Group; Automotive Group; Apparel Group; Building Materials Group; Furniture and Household Group; Restaurants, Cafeterias and Eating Places; and Other Retail Stores. Although the retail trade of the Dominion as a whole declined in 1933 to 64.5 per cent of the 1930 business, considerable variations are observed in the indexes for the various groups and also for the classifications within each section.

As compared with the 1933 index of 64.5 for all kinds of business, the food group of stores had the highest index of sales (70.1) and the furniture and household group the lowest (49.8). Indexes for 1933 for each group, arranged in descending order, are as follows: Food Group, 70.1; General Merchandise Group, 69.4; Apparel Group, 66.9; Country General Stores, 66.1; Other Retail Stores, 65.8; Automotive Group, 57.2; Restaurant Group, 54.8; Building Materials Group, 51.0; and the Furniture and Household Group, 49.8. For all groups except the automotive and country general stores, the greatest percentage decrease from the preceding year took place in 1932. In the case of the two groups mentioned, the greatest decline occurred in 1931.



### Chain Stores and Sales

The percentage of chain store business to total business increased by four-fifths of one per cent from 1930 to 1933. In 1930 there were 518 chain organizations in Canada (exclusive of department store chains) with an average of 8,037 stores in operation during the year. Sales of these chains amounted to \$487,536,000 or 17.7 per cent of the total business of all stores. In 1933 the number of chains had decreased to 461, the average number of chain units in operation to 7,900, and chain sales to \$328,736,700, but the proportion of the total retail trade handled by chains increased to 18.5 per cent. Chain store ratios were 18.7 per cent in 1931 and 18.8 per cent in 1932.

These chain store figures relate only to groups of four or more stores owned or operated by one firm. Figures for voluntary chain stores are not included, and, as already indicated, department store chains are also omitted from these computations.

Of the ten kind-of-business classifications in which chains are of most importance and for which separate chain store tabulations have been made, five show increases in the proportion of chain store business to total business during the period 1930 to 1933. In two kinds of business the proportion of chain business to total business decreased, and in the remaining three there was practically no variation. The kinds of business in which there were increases in chain ratios, together with the percentages for 1933 with 1930 figures in brackets, are as follows: Grocery and Combination Stores, 33.2 (29.5); Filling Stations, 29.4 (22.4); Family Clothing Stores, 21.3 (11.3); Shoe Stores, 27.1 (21.5); and Drug Stores, 19.3 (18.2). The two showing decreases are: Men's and Boys' Clothing and Furnishings, 12.1 (13.7); and Women's Apparel and Accessories, 9.0 (12.3). Variations in chain ratios of less than one per cent took place in the following: Variety Stores, 89.5 (89.1); Household Appliance Stores, 57.5 (57.8); and the Restaurant Group, 17.1 (17.7).

A geographical analysis of chains in Canada shows that in five of the nine provinces there was an increase of one per cent or more in the ratio of chain sales to total sales during the period 1930 to 1933. In the other four provinces the changes either upwards or downwards were less than one per cent of the total provincial business. The provinces showing increases in the ratio of chain sales to total, together with the percentages for 1933 with 1930 figures in brackets, are as follows: Nova Scotia, 16.9 (12.2); Saskatchewan, 19.9 (18.0); Alberta, 15.9 (14.1); British Columbia, 20.9 (19.3); and Ontario, 20.5 (19.5). The considerable increase in chain store ratio in Nova Scotia is largely due to the inclusion of government liquor stores in the chain figures. These stores in Nova Scotia were in operation for only a few months during 1930, but the 1933 chain figures include a full year's business. The provinces showing little variation in chain store ratios are as follows: Prince Edward Island, 4.0 (4.9); New Brunswick, 14.5 (14.2); Quebec, 17.4 (18.0); and Manitoba, 11.3 (11.7).

Chain Stores and Sales Classified According to Type of Operation.--Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more. Table 6 gives a comparison as between 1930 and 1933 of chains classified according to type of operation, and it is seen that the percentages of chain stores and chain sales

attributable to the four types mentioned above have not changed materially during the period under review.

### Comparison of Indexes of Retail Sales and Cost of Living Indexes

The total sales of all retail merchandising establishments in Canada during each of the years 1930 to 1933 and indexes of sales (1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930 ....	2,755,569,900	100.0
1931 ....	2,325,732,000	84.4
1932 ....	1,917,219,000	69.6
1933 ....	1,776,884,000	64.5

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

### Index Numbers of Retail Prices, Rents and Costs of Services, Canada

(1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	93.0	85.3
1932 .....	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 .....	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930, or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in Canada over the same period was



approximately 35.5 per cent or between 8 and 9 per cent greater than the drop in price levels. The 1933 index of food prices shown above stands at 64.6, while the index of retail sales for the food group of stores for the same year is 70.1. Of course, an exact comparison between these two indexes is not valid due to the way in which the price indexes are constructed and also due to the fact that kind-of-business classifications are not synonymous with commodities sold. For example, food products are sold in country general stores and in department stores, as well as in stores classified in the food group. After making allowance for these factors, it is evident, however, that the actual quantity of food consumed has been well sustained.

### Sales by Kinds of Business

The greatest proportion of the total retail business both in 1930 and in 1933 was transacted by the food group of stores. In 1930 the business of food stores (exclusive of retail sales made by manufacturing bakeries and dairies) amounted to \$615,476,100. In 1933 the sales of food stores were \$431,165,000 or 70.1 per cent of the total for this group in 1930. The most important classification in the food group is composed of stores of the grocery and combination type. Combination stores are defined as those selling both groceries and meats and for the Census of Merchandising, 1931, separate data were published for this type of store. For the present Census, it has been necessary to combine the figures for grocery and combination stores, and it is found that in 1933 the business transacted by these stores formed 73.3 per cent of the 1930 figure. Indexes for the years 1931 and 1932 were 89.0 and 77.9 respectively. Sales made by meat markets in 1933 amounted to \$50,036,000 or 60.3 per cent of the 1930 sales figure. The lower index for meat markets is at least partly due to the greater drop in the price levels of meat products as compared with grocery items.

Country General Stores.--Sales made by country general stores in Canada in 1933 amounted to \$151,233,000 or 66.1 per cent of the 1930 figure. Indexes of sales for 1931 and 1932 are 81.0 and 69.3.

General Merchandise Group.--The two most important classifications included in this group are department stores and variety stores. In 1930 there were 148 stores classified as department stores in Canada and these had total sales of \$355,258,600. Due to a few changes in classification and to several stores going out of business, the number of department stores in 1933 had decreased to 150 and these had sales of \$241,665,000 or 68.0 per cent of the 1930 figure. Expressing the sales of department stores in terms of the total retail merchandise trade of the country, it is found that the proportion increased from 12.9 per cent in 1930 to a slightly higher figure, or 13.6 per cent in 1933. Indexes of sales of variety stores (1930 = 100) are 98.5, 89.6 and 84.3 for 1931, 1932 and 1933 respectively.

Automotive Group.--The sales volume of automobile dealer establishments decreased from \$253,607,900 in 1930 to 51.2 per cent of that amount, or \$129,888,000 in 1933. Indexes for the two intervening years (1930 = 100) are 73.7 and 53.8. The 1933 business of filling stations is estimated at \$47,842,000 or 72.0 per cent of that transacted in 1930.

Apparel Group.--For the apparel group as a whole, the index of retail sales decreased from 100 in 1930 to 86.0, 70.9 and 66.9 in 1931, 1932 and 1933 respectively. The different classifications into which the group has been divided, together with the 1933 retail sales index for each, are as follows:



Men's and Boys' Clothing and Furnishings (including custom tailors), 61.7; Family Clothing Stores, 75.0; Women's Apparel and Accessories Stores, 64.0; and Shoe Stores, 73.2.

Building Materials Group.--For the group as a whole, indexes of retail sales for the three years 1931, 1932 and 1933 are as follows: 79.5, 59.1 and 51.0. The most important kind-of-business classifications included in this group are hardware stores and lumber and building material dealers. Sales indexes for the former for the three years are 83.7, 66.8 and 60.3, and for the latter, 73.0, 52.6 and 44.3.

Furniture and Household Group.--Sales of furniture stores in 1933 amounted to \$23,074,000 or 56.3 per cent of the volume of business transacted by this type of store in 1930. The amount quoted does not, of course, represent the total sales of furniture in the Dominion, since articles of furniture are also sold in department stores and possibly in stores belonging to other kind-of-business classifications. Sales made by radio and music stores declined from \$33,894,200 in 1930 to 39.6 per cent of that amount, or \$13,439,000, in 1933.

Restaurants, Cafeterias and Eating Places.--Total sales of all establishments included in this group in 1933 amounted to \$41,666,000 or 54.8 per cent of the \$75,977,100 reported for 1930. Indexes for the two intervening years are 81.7 and 62.7.

Other Retail Stores.--The most important kind-of-business classifications included in this group, together with the sales indexes for the three years 1931, 1932 and 1933, are as follows: Coal and Wood Yards, 88.6, 82.0, 81.7; Drug Stores, 91.8, 83.0, 74.3; Tobacco Stores and Stands, 88.5, 77.7, 70.0; Jewellery Stores, 79.8, 63.6, 59.0; and Government Liquor Stores, 85.8, 66.6 and 54.5.

#### Voluntary Chains

For the purposes of the Census of Merchandising Establishments, groups of independent retailers formed into organizations for buying and/or advertising purposes have been classified as voluntary chains. These retailers may sell a wide range of commodities, and their co-operative buying activities may function only for particular lines such as groceries. Trends in the total sales made by members of these groups would not, therefore, be a true indication of the growth of the voluntary chain system in Canada. A better measure of the development of these voluntary chains is obtained from a comparison of the yearly purchases made upon a co-operative basis by the different members.

In 1930 there were 4,485 members of some 24 different voluntary chain systems in Canada and these purchased goods valued at \$22,783,372 or an average of \$5,080 per store. In 1933 the number of chains had increased to 32, the number of members to 6,689, and the value of purchases made upon a co-operative basis at wholesale prices amounted to \$28,625,065 or 125.6 per cent of the 1930 figure. If allowance were made for the decline in the wholesale prices of the goods purchased, the percentage increase in the actual volume of goods purchased by these voluntary chains would, of course, be much greater.

While a number of voluntary chains have been formed by dealers in drugs, hardware, and shoes, most of them have developed for the purchasing of groceries and allied products. Of the 32 voluntary chains in operation in 1933, food chains numbered 27. These had 6,025 out of the total of 6,689 members, and purchases at wholesale prices by these voluntary food chains amounted to \$26,725,418.

Voluntary food chains have been classified into two types. The first (indicated in the tables as Type A) consists of a group of stores more or less closely connected with a single wholesaler or group of wholesalers who service the individual members. The store fronts are uniform in design and all the individual stores carry the name of the group to which they belong.

The second type (Type B) consists of small groups of merchants, usually in the same locality, who have formed group buying organizations in order to secure some of the benefits of bulk purchasing. In some cases, orders are placed through a secretary appointed by the organization, while in other instances one of the members becomes responsible for the purchase of a consignment of goods for the group.

Of the 27 voluntary food chains in operation in Canada in 1933, 19 belonged to Type A and 8 to Type B. Those in Type A had 5,554 members in 1933 and purchases by these members from the wholesalers servicing the groups amounted to \$25,250,771. The average purchases per store, therefore, amounted to \$4,546. The 8 chains in Type B had 471 members and the value of purchases at wholesale prices amounted to \$1,474,647, giving average purchases per store of \$3,131.

Wholesalers servicing voluntary chains of Type A do not confine their sales to members of these groups but also sell to other retail merchants. Upon comparing sales made to voluntary chains with the total business of the wholesalers interested, it is found that the percentage that the former bears to the latter has increased from 28.01 per cent in 1930 to 34.19 per cent in 1933. The percentages of sales made to voluntary chains to the total sales of the wholesalers for 1931 and 1932 were 31.00 and 33.11 respectively.

#### Description of Methods Used in Constructing Indexes of Retail Sales

As already mentioned in this report, the figures for the basic year 1930 were secured for the Census of Merchandising and Service Establishments, 1931. The data for the following years were secured for an annual census of merchandising arising out of the Decennial Census and in which sales figures were obtained for each of the years 1931, 1932 and 1933. While the Census of Merchandising and Service Establishments, 1931, included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that approximately two-thirds of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the provincial retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and Combination Stores, Meat Markets, Department Stores, Variety Stores, Automobile Dealers, Coal and Wood Yards, Drug Stores, and Restaurants and Other Eating Places.



# RETAIL MERCHANDISING BY PROVINCES 1930-1933

SALES  
MILLIONS  
OF  
DOLLARS

1930

1933



1000

800

600

400

200

0

ONT.

QUE.

B-C

SASK.

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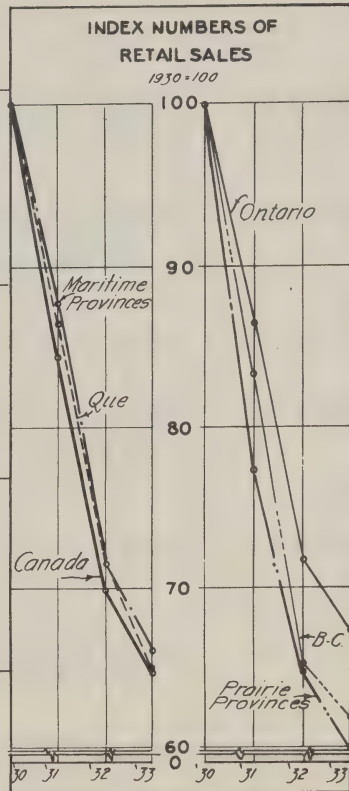
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## INDEX NUMBERS OF RETAIL SALES

1930 = 100



CANADA - RETAIL MERCHANDISE TRADE, 1933

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# CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1933

Province	Total Net Sales (Estimated)			Index of Retail Sales (1930 = 100.0)			Per Cent of Total Sales	
	1930	1931	1932	1930	1931	1932	1930	1933
	\$	\$	\$					
Canada, Total .	2,755,569,900	2,325,732,000	1,917,219,000	100.0	84.4	69.6	100.00	100.00
Prince Edward Island.	13,773,700	11,466,000	9,141,000	100.0	83.2	66.4	.50	.49
Nova Scotia .....	99,519,900	90,187,000	74,966,000	100.0	90.6	75.3	3.61	3.90
New Brunswick .....	84,371,900	71,692,000	56,992,000	100.0	85.0	67.5	3.06	2.95
Quebec .....	651,138,500	562,395,000	464,963,000	100.0	86.4	71.4	23.63	23.70
Ontario .....	1,099,990,200	951,288,000	786,859,000	100.0	86.5	71.5	39.92	41.48
Manitoba .....	189,243,900	154,690,000	131,415,000	100.0	81.7	63.4	6.87	6.77
Saskatchewan .....	189,181,100	137,792,000	112,929,000	100.0	72.8	59.7	6.86	5.86
Alberta .....	176,537,100	136,505,000	115,578,000	100.0	77.3	65.5	6.41	6.10
British Columbia ....	243,597,500	206,807,000	162,179,000	100.0	83.2	65.2	9.02	8.65
Yukon and Northwest Territories .....	3,216,100	2,910,000	2,197,000	100.0	90.5	68.3	.12	.10



CANADA - RETAIL MERCHANDISE TRADE, 1930-1933

Table 2.--Summary of Retail Merchandise Trade by Kinds

Group		Canada	Prince Edward Island	Nova Scotia	New Brunswick
1 Food .....	(Sales, 1930	\$ 615,476,100	2,132,100	24,809,500	14,982,500
	(Sales, 1933	\$ 451,165,000	1,611,000	19,070,000	10,795,000
	(% change ..	- 29.9	- 24.4	- 23.1	- 27.9
2 Country general stores ...	(Sales, 1930	\$ 228,803,800	3,253,200	14,513,500	12,236,200
	(Sales, 1933	\$ 151,233,000	2,180,000	10,174,000	8,529,000
	(% change ..	- 33.9	- 33.0	- 29.9	- 30.3
3 General merchandise .....	(Sales, 1930	\$ 451,542,500	2,304,900	11,438,300	18,679,900
	(Sales, 1933	\$ 313,258,000	1,503,000	8,585,000	11,868,000
	(% change ..	- 30.6	- 34.8	- 24.9	- 36.5
4 Automotive .....	(Sales, 1930	\$ 381,959,300	1,960,700	16,254,400	11,697,800
	(Sales, 1933	\$ 218,434,000	886,000	8,659,000	5,021,000
	(% change ..	- 42.8	- 54.8	- 46.7	- 57.1
5 Apparel .....	(Sales, 1930	\$ 219,968,600	1,298,600	9,141,500	6,373,300
	(Sales, 1933	\$ 147,085,000	962,000	6,284,000	4,088,000
	(% change ..	- 33.1	- 25.9	- 31.3	- 35.9
6 Building materials .....	(Sales, 1930	\$ 162,237,100	429,600	4,513,000	3,359,000
	(Sales, 1933	\$ 82,797,000	204,000	2,460,000	1,733,000
	(% change ..	- 49.0	- 52.6	- 45.5	- 48.4
7 Furniture and household ..	(Sales, 1930	\$ 101,665,900	406,200	3,380,600	2,592,300
	(Sales, 1933	\$ 50,634,000	218,000	1,809,000	1,157,000
	(% change ..	- 50.2	- 46.3	- 46.5	- 55.4
8 Restaurants, cafeterias and eating places .....	(Sales, 1930	\$ 75,977,100	141,900	1,474,500	1,204,300
	(Sales, 1933	\$ 41,666,000	95,000	982,000	800,000
	(% change ..	- 45.2	- 33.4	- 33.4	- 33.6
9 Other retail stores (Secondhand stores included) .....	(Sales, 1930	\$ 517,939,500	1,846,500	13,994,600	13,246,600
	(Sales, 1933	\$ 340,561,000	1,082,000	11,327,000	8,456,000
	(% change ..	- 34.2	- 41.4	- 19.1	- 36.2
10 Total, All Stores ...	(Sales, 1930	\$2,755,569,900	13,773,700	99,519,900	84,371,900
	(Sales, 1933	\$1,776,884,000	8,742,000	69,349,000	52,445,000
	(% change ..	- 35.5	- 36.5	- 30.3	- 37.8

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

of Business, Provinces and Territories, 1930 and 1933 Compared

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon and Northwest Territories
186,233,900 132,682,000 - 28.8	255,936,200 181,518,000 - 29.1	27,410,900 19,102,000 - 30.3	25,877,700 15,484,000 - 40.2	29,137,600 19,421,000 - 33.3	48,692,000 31,262,000 - 35.8	263,700) 219,000) - 17.0 )
50,390,200 33,207,000 - 34.1	48,066,000 33,310,000 - 30.7	15,542,700 9,963,000 - 35.9	37,710,000 23,083,000 - 38.8	28,756,900 18,778,000 - 34.7	17,653,500 11,563,000 - 34.5	681,600) 446,000) - 34.5 )
85,228,800 57,000,000 - 33.1	180,383,600 124,024,000 - 31.2	64,344,000 45,507,000 - 29.3	20,102,400 13,968,000 - 30.5	23,198,500 16,793,000 - 27.6	45,862,100 34,010,000 - 25.8	- ) - ) - )
71,739,500 41,835,000 - 41.7	167,410,500 106,358,000 - 36.5	20,605,500 10,680,000 - 48.2	27,048,700 11,077,000 - 59.1	31,120,100 15,381,000 - 50.6	34,122,100 18,587,000 - 45.5	- ) - ) - )
61,105,900 40,995,000 - 32.9	93,711,300 64,022,000 - 31.7	9,597,200 5,957,000 - 37.9	10,231,900 5,353,000 - 41.8	11,037,700 7,943,000 - 28.4	17,409,400 10,874,000 - 37.5	11,800) 7,000) - 43.2 )
29,757,300 14,506,000 - 51.3	61,398,100 32,759,000 - 46.6	12,173,400 5,959,000 - 51.1	22,612,200 10,772,000 - 52.4	15,574,000 8,611,000 - 44.7	12,348,900 5,710,000 - 53.8	71,600) 85,000) + 19.7 )
30,181,500 13,430,000 - 55.5	43,713,000 22,887,000 - 47.6	3,740,800 2,019,000 - 46.0	4,087,300 1,944,000 - 52.4	5,353,600 3,042,000 - 43.2	8,207,100 4,127,000 - 49.7	3,500) 2,000) - 38.3 )
17,205,300 8,809,000 - 48.8	28,633,600 17,008,000 - 40.6	5,553,300 2,682,000 - 51.7	5,551,900 2,759,000 - 50.3	5,996,400 3,256,000 - 45.7	10,135,000 5,220,000 - 48.5	80,900) 56,000) - 31.1 )
119,296,100 78,676,000 - 34.0	220,737,900 155,115,000 - 29.7	30,276,100 18,453,000 - 39.1	35,959,000 19,083,000 - 46.9	26,312,300 15,051,000 - 42.8	54,167,400 32,366,000 - 40.2	2,103,000) 952,000) - 54.7 )
651,138,500 421,141,000 - 35.3	1,099,990,200 737,000,000 - 33.0	189,243,900 120,322,000 - 36.4	139,181,100 104,123,000 - 45.0	176,537,100 108,277,000 - 38.7	248,597,500 153,719,000 - 38.2	3,216,100) 1,766,000) - 45.1 )

Table 3.--Total Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100.0)		
	1930	1931	1932	1933	1930	1931	1932 1933
Total, All Stores .....	2,755,569,900	2,325,732,000	1,917,219,000	1,776,884,000	100.0	84.4	69.6 64.5
Food Group .....	615,476,100	534,423,000	460,570,000	431,165,000	100.0	86.8	74.8 70.1
Bakery product stores (manufacturing bakeries not included) .....	11,027,600	9,698,000	8,003,000	7,614,000	100.0	87.9	72.6 69.0
Candy and confectionery stores .....	54,176,100	43,922,000	36,619,000	32,855,000	100.0	81.1	67.6 60.6
Dairy product dealers (other than manufacturing dairies) .....	37,173,900	32,591,000	27,876,000	26,311,000	100.0	87.7	75.0 70.8
Fruit and vegetable stores .....	16,293,400	14,583,000	13,207,000	12,116,000	100.0	89.5	81.1 74.4
Grocery and combination stores .....	405,403,400	360,872,000	315,825,000	297,306,000	100.0	89.0	77.9 73.3
Meat markets (including sea foods) ..	83,026,200	65,980,000	53,535,000	50,036,000	100.0	79.5	64.5 60.3
Other food stores .....	8,375,500	6,777,000	5,505,000	4,928,000	100.0	80.9	65.7 58.8
Country General Stores ..	228,803,800	185,400,000	158,635,000	151,233,000	100.0	81.0	69.3 66.1
General Merchandise Group	451,542,500	400,948,000	330,601,000	313,258,000	100.0	88.8	73.2 69.4
Department stores .....	355,258,600	312,739,000	253,832,000	241,665,000	100.0	88.0	71.4 68.0
Dry goods stores .....	31,705,600	27,578,000	23,059,000	21,053,000	100.0	87.0	72.7 66.4
General merchandise stores .....	20,366,100	17,066,000	14,082,000	13,284,000	100.0	83.8	69.1 65.2
Variety stores .....	44,212,200	43,565,000	39,629,000	37,257,000	100.0	98.5	89.6 84.3
Automotive Group .....	381,959,300	298,040,000	235,252,000	218,484,000	100.0	78.0	61.6 57.2
Motor vehicle dealers .....	253,607,900	186,877,000	136,369,000	129,888,000	100.0	73.7	53.8 51.2
Accessories, tires and batteries ..	10,985,800	9,303,000	8,493,000	8,530,000	100.0	84.9	77.5 77.9
Filling stations .....	66,449,300	60,135,000	54,091,000	47,842,000	100.0	90.6	81.4 72.0
Garages .....	47,559,800	39,063,000	34,284,000	30,527,000	100.0	82.1	72.1 63.8
Other automotive establishments (including motorcycles, bicycles and supplies) .....	3,386,500	2,602,000	2,016,000	1,897,000	100.0	76.8	59.5 56.0
Apparel Group .....	219,968,600	189,230,000	155,929,000	147,085,000	100.0	86.0	70.9 66.9
Men's and boys' clothing and furnishings (includes custom tailors) ..	72,110,500	58,759,000	46,876,000	44,520,000	100.0	81.5	65.0 61.7
Family clothing stores .....	42,144,100	36,976,000	31,845,000	31,593,000	100.0	87.7	75.6 75.0



Table 3.--Total Sales and Sales Indexes by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)			Index of Retail Sales (1930 = 100.0)		
	1930 \$	1931 \$	1932 \$	1930	1931	1932
Building Materials Group .....	162,237,100	128,991,000	95,855,000	100.0	79.5	59.1
Hardware stores .....	70,891,700	59,321,000	47,346,000	100.0	83.7	66.8
Lumber and building material dealers .....	66,200,700	48,356,000	34,810,000	100.0	73.0	52.6
Other building materials (including roofing materials) .....	9,596,800	8,503,000	4,557,000	100.0	88.6	47.5
Electrical shops (without radio) .....	15,547,900	12,812,000	9,141,000	100.0	82.4	58.8
Heating and plumbing shops .....						
Paint and glass stores .....						
Furniture and Household Group .....	101,665,900	82,247,000	58,856,000	100.0	80.9	57.9
Furniture stores .....	41,016,500	34,964,000	25,930,000	100.0	85.2	63.2
Household appliance stores .....	17,798,200	14,247,000	10,886,000	100.0	80.0	61.2
Other home furnishings (including floor coverings, curtains, etc.) .....	8,957,000	6,841,000	5,127,000	100.0	76.4	57.2
Radio and music stores .....	33,894,200	26,195,000	16,915,000	100.0	77.3	49.9
Restaurants, Cafeterias and Eating Places .....	75,977,100	62,040,000	47,673,000	100.0	81.7	62.7
Other Retail Stores .....	517,939,500	444,414,000	373,350,000	100.0	85.3	72.2
Farmers' supplies .....	45,763,600	35,777,000	30,374,000	100.0	78.2	66.4
Book stores .....	8,837,500	7,588,000	6,252,000	100.0	85.9	70.7
Coal and wood yards .....	86,046,800	76,251,000	70,598,000	100.0	88.6	82.0
Ice dealers .....	4,144,900	4,063,000	3,386,000	100.0	98.0	81.7
Drug stores .....	76,848,900	70,510,000	63,818,000	100.0	91.8	83.0
Florists .....	9,264,700	7,790,000	6,469,000	100.0	84.1	69.6
Jewellery stores .....	26,662,600	21,265,000	16,959,000	100.0	79.8	63.6
Office, school and store supplies and equipment dealers .....	19,829,900	15,373,000	11,465,000	100.0	77.5	57.8
Tobacco stores and stands .....	30,702,800	27,157,000	23,864,000	100.0	88.5	77.7
Government liquor stores .....	100,694,600	86,375,000	67,107,000	100.0	85.8	63.6
Brewers' warehouses .....	14,894,400	13,563,000	10,590,000	100.0	91.1	71.1
Unclassified kinds of business .....	94,251,800	78,697,000	62,968,000	100.0	83.5	66.3

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales  
and Percentage of Chain Store Sales to Total Sales

Kind of Business	1930 <sup>(1)</sup>	1931	1932	1933
All Stores, Total --				
Chains (number) .....	518	506	486	461
Chain stores (number) .....	8,097	8,188	8,066	7,900
Chain sales .....	\$ 487,336,000	434,015,200	360,630,100	328,736,700
Total sales .....	\$2,755,569,900	2,325,732,000	1,917,219,000	1,776,884,000
Percentage, chains to total.	17.7	18.7	18.8	18.5
Grocery and Combination Stores --				
Chains (number) .....	66	69	71	75
Chain stores (number) .....	2,004	2,098	2,151	2,132
Chain sales .....	\$ 119,498,600	117,099,500	104,442,600	98,606,500
Total sales .....	\$ 405,403,400	360,872,000	315,825,000	297,306,000
Percentage, chains to total.	29.5	32.4	33.1	33.2
Variety, 5-and-10, and to-a-				
Dollar Stores --				
Chains (number) .....	15	14	14	14
Chain stores (number) .....	513	329	339	348
Chain sales .....	\$ 39,383,600	38,906,700	35,474,800	33,348,600
Total sales .....	\$ 44,212,200	43,565,000	39,629,000	37,257,000
Percentage, chains to total.	89.1	89.3	89.5	89.5
Filling Stations --				
Chains (number) .....	28	27	26	30
Chain stores (number) .....	646	686	703	738
Chain sales .....	\$ 14,875,300	15,552,200	14,705,800	14,071,100
Total sales .....	\$ 66,449,300	60,195,000	54,091,000	47,842,000
Percentage, chains to total.	22.4	25.8	27.2	29.4
Men's and Boys' Clothing and Fur-				
nishings (including custom				
tailors) --				
Chains (number) .....	22	22	19	14
Chain stores (number) .....	176	179	148	125
Chain sales .....	\$ 9,866,800	8,253,600	5,784,700	5,405,200
Total sales .....	\$ 72,110,500	58,759,000	46,876,000	44,520,000
Percentage, chains to total.	13.7	14.0	12.3	12.1

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

CANADA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales (Cont'd.)-

Kind of Business	1930(1)	1931	1932	1933
Family Clothing Stores --				
Chains (number) .....	13	13	12	12
Chain stores (number) .....	55	55	57	62
Chain sales .....	\$ 4,746,600	4,425,100	3,873,700	6,722,000
Total sales .....	\$42,144,100	36,976,000	31,845,000	31,593,000
Percentage, chains to total.	11.3	12.0	12.2	21.3
Women's Apparel and Accessories Stores --				
Chains (number) .....	28	25	19	15
Chain stores (number) .....	183	186	164	144
Chain sales .....	\$ 8,584,800	6,828,100	5,093,700	4,029,400
Total sales .....	\$69,806,000	61,236,000	49,405,000	44,688,000
Percentage, chains to total.	12.3	11.2	10.3	9.0
Shoe Stores --				
Chains (number) .....	17	18	19	22
Chain stores (number) .....	193	212	230	257
Chain sales .....	\$ 7,702,700	7,687,500	7,094,800	7,114,800
Total sales .....	\$35,908,000	32,259,000	27,802,000	26,284,000
Percentage, chains to total.	21.5	23.8	25.5	27.1
Household Appliance Stores --				
Chains (number) .....	19	17	17	16
Chain stores (number) .....	283	269	260	250
Chain sales .....	\$10,282,000	7,682,400	6,216,800	5,299,700
Total sales .....	\$17,798,200	14,247,000	10,886,000	9,209,000
Percentage, chains to total.	57.8	53.9	57.1	57.5
Restaurants, Cafeterias and Eating Places --				
Chains (number) .....	21	20	17	17
Chain stores (number) .....	252	243	224	216
Chain sales .....	\$13,438,600	11,011,700	8,262,600	7,129,300
Total sales .....	\$75,977,100	62,040,000	47,673,000	41,666,000
Percentage, chains to total.	17.7	17.7	17.3	17.1
Drug Stores --				
Chains (number) .....	31	32	32	25
Chain stores (number) .....	284	299	305	317
Chain sales .....	\$13,971,300	13,584,600	12,520,000	11,001,800
Total sales .....	\$76,848,900	70,510,000	63,818,000	57,068,000
Percentage, chains to total.	18.2	19.3	19.6	19.3

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.



CANADA - RETAIL MERCHANDISE TRADE, 1930-1933

Table 5.--Comparison of Chain Store Sales and Total Sales, by Provinces

	1930 <sup>(2)</sup>	1931	1932	1933
Canada Total <sup>(1)</sup> --				
Total Sales, All Stores ...	\$2,755,569,900	2,325,732,000	1,917,219,000	1,776,884,000
Chain sales .....	\$ 487,336,000	434,015,200	360,630,100	328,736,700
Percentage, chains to total	17.7	18.7	18.8	18.5
Prince Edward Island --				
Total Sales, All Stores ...	\$ 13,773,700	11,466,000	9,141,000	8,742,000
Chain sales .....	\$ 678,700	475,500	433,800	350,900
Percentage, chains to total	4.9	4.1	4.7	4.0
Nova Scotia --				
Total Sales, All Stores ...	\$ 99,519,900	90,187,000	74,966,000	69,349,000
Chain sales .....	\$ 12,163,300	15,867,000	13,378,300	11,715,500
Percentage, chains to total	12.2	17.6	17.8	16.9
New Brunswick --				
Total Sales, All Stores ...	\$ 84,371,900	71,692,000	56,992,000	52,445,000
Chain sales .....	\$ 11,958,700	10,469,200	8,511,900	7,581,300
Percentage, chains to total	14.2	14.6	14.9	14.5
Quebec --				
Total Sales, All Stores ...	\$ 651,138,500	562,395,000	464,963,000	421,141,000
Chain sales .....	\$ 117,100,400	105,739,900	86,059,200	73,398,300
Percentage, chains to total	18.0	18.8	18.5	17.4
Ontario --				
Total Sales, All Stores ...	\$1,099,990,200	951,288,000	786,859,000	737,000,000
Chain sales .....	\$ 214,391,300	195,362,900	163,814,600	150,997,700
Percentage, chains to total	19.5	20.5	20.8	20.5
Manitoba --				
Total Sales, All Stores ...	\$ 189,243,900	154,690,000	131,415,000	120,322,000
Chain sales .....	\$ 22,105,800	18,853,100	16,155,400	13,619,700
Percentage, chains to total	11.7	12.2	12.3	11.3
Saskatchewan --				
Total Sales, All Stores ...	\$ 189,181,100	137,792,000	112,929,000	104,123,000
Chain sales .....	\$ 34,056,300	24,409,300	20,750,700	20,755,200
Percentage, chains to total	18.0	17.7	18.4	19.9
Alberta --				
Total Sales, All Stores ...	\$ 176,537,100	136,505,000	115,578,000	108,277,000
Chain sales .....	\$ 24,918,500	20,288,100	17,577,900	17,269,500
Percentage, chains to total	14.1	14.9	15.2	15.9
British Columbia --				
Total Sales, All Stores ...	\$ 248,597,500	206,807,000	162,179,000	153,719,000
Chain sales .....	\$ 47,875,300	40,675,700	32,660,400	32,150,000
Percentage, chains to total	19.3	19.7	20.1	20.9

(1) Includes Yukon and Northwest Territories.

(2) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation.

Table 6.--Chains Classified According to Type of Operation, 1930 and 1933 Compared

	1930(1)				1933			
	Number of chains	Number of stores	Sales \$	Per cent of total chain sales	Number of chains	Number of stores	Sales \$	Per cent of total chain sales
All Chains, Total .....	518	8,097	487,336,000	100.00	461	7,900	328,736,700	100.00
Local chains .....	200	1,257	64,465,200	13.23	181	1,261	44,660,500	13.59
Provincial chains .....	202	2,802	208,365,900	42.76	169	2,626	125,571,600	38.20
Sectional chains .....	57	1,577	72,373,400	14.85	64	1,573	56,618,500	17.22
National chains .....	59	2,461	142,131,500	29.16	47	2,440	101,886,100	30.99
Grocery, Combination and Meat Market Chains, Total .....	87	2,218	127,582,500	100.00	91	2,301	103,392,900	100.00
Local chains .....	54	388	17,296,600	13.56	53	441	17,083,600	16.33
Provincial chains .....	23	553	37,951,400	29.75	28	582	29,886,000	28.91
Sectional chains .....	10	1,277	72,334,500	56.69	10	1,278	56,413,300	54.76
National chains .....								
Drug Chains, Total .....	31	284	13,971,300	100.00	29	297	11,001,300	100.00
Local chains .....	24	171	6,696,800	47.93	23	171	4,993,100	45.43
Provincial chains .....								
Sectional chains .....	7	113	7,274,500	52.07	6	126	6,003,200	54.57
National chains .....								
Filling Station Chains, Total .....	28	646	14,875,300	100.00	30	738	14,071,100	100.00
Local chains .....	9	53	1,617,900	10.88	11	55	1,560,000	11.09
Provincial chains .....	11	141	3,025,600	20.34	9	159	2,617,500	18.60
Sectional chains .....	5	144	3,044,900	20.47	6	191	3,676,300	26.13
National chains .....	3	308	7,186,900	48.31	4	333	6,217,300	44.18

(1) Figures for 1930 have been revised to provide for the reclassification of some stores by type of operation and the use of sales figures by firms instead of individual units.

CANADA - RETAIL MERCHANDISE TRADE, 1930-1933

Table 7.--Number of Voluntary Chains, Stores, Value of Purchases and Average Purchases Per Store

A. All Voluntary Chains

Year	Number of Chains	Number of Stores	Total Purchases at Wholesale Prices	Average Purchases Per Store	Index of Purchases (1930 = 100)
			\$	\$	
1930 .....	24	4,485	22,783,372	5,080	100.0
1931 .....	29	5,456	25,220,327	4,622	110.7
1932 .....	30	6,207	26,364,548	4,248	115.7
1933 .....	32	6,689	28,625,065	4,279	125.6

B. All Voluntary Food Chains

			\$	\$	
1930 .....	23	4,472	22,720,502	5,081	100.0
1931 .....	26	5,198	23,626,795	4,545	104.0
1932 .....	26	5,790	25,433,064	4,398	111.9
1933 .....	27	6,025	26,725,418	4,436	117.6

C. Voluntary Food Chains - Type A

			\$	\$	
1930 .....	16	4,130	21,721,851	5,197	100.0
1931 .....	18	4,807	22,209,172	4,620	102.2
1932 .....	18	5,355	23,968,558	4,476	110.3
1933 .....	19	5,554	25,250,771	4,546	116.3

D. Voluntary Food Chains - Type B

			\$	\$	
1930 .....	7	292	999,651	3,420	100.0
1931 .....	8	391	1,417,623	3,626	142.0
1932 .....	8	435	1,464,506	3,567	146.7
1933 .....	8	471	1,474,647	3,131	147.7







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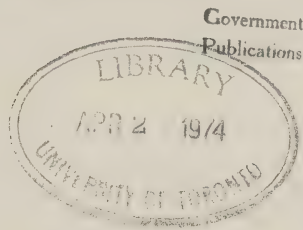
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

CANADA

1934



*Sample of all stores*

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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Canada, 1934.

Retail trade in Canada for the year 1934 amounted to \$1,942,480,000, as compared with \$1,775,857,000 for the preceding year, according to calculations made by the Bureau of Statistics and based upon reports received for the annual Census of Merchandising and Service Establishments. The value of sales for 1934 was thus 9.4 per cent higher than the 1933 figure and it was also 1.4 per cent in excess of the amount recorded for 1932. Representing the total retail merchandise trade of the country for 1930 by 100, indexes of the dollar value of business for the following four years are 84.2 for 1931, 69.5 for 1932, 64.4 for 1933, and 70.5 for 1934.

Increases in the value of retail trade for 1934 were reported by all provinces, the largest increase over the preceding year, 11.4 per cent, being recorded for Nova Scotia and the smallest, 6.1 per cent, for Quebec. The various provinces, arranged in descending order of percentage increases in trade for 1934 over that for the preceding year, together with these percentage changes are as follows: Nova Scotia, 11.4 per cent; Alberta, 11.1 per cent; British Columbia, 10.9 per cent; Ontario, 10.9 per cent; New Brunswick, 10.8 per cent; Prince Edward Island, 8.7 per cent; Saskatchewan, 8.3 per cent; Manitoba, 7.2 per cent; and Quebec, 6.1 per cent.

Value of sales for 1934, when compared with the level of retail trade in 1930, was highest for Nova Scotia and lowest for Saskatchewan. Representing the value of retail trade for 1930 by 100, indexes of sales for 1934 for the various provinces arranged in descending order of indexes are as follows: Nova Scotia, 76.7; Ontario, 74.2; Prince Edward Island, 70.1; British Columbia, 69.0; Manitoba, 68.7; New Brunswick, 68.6; Quebec, 68.6; Alberta 68.2; and Saskatchewan, 59.0.

While increases in trade were general for practically all lines of business, the greatest gains over 1933 were made by the automotive group of establishments, the lumber and building materials group and the furniture and household group. The total business of motor vehicle dealers for 1934, including the sale of new and used vehicles, amounted to \$179,139,000, an increase of 37.9 per cent over the figure reported for 1933 and only 4.1 per cent below the amount recorded for 1931. Sales of lumber and building material dealers for 1934 showed an increase over the 1933 figure of 16.9 per cent. For furniture stores the increase was 16.0 per cent and for hardware stores, 12.1 per cent. Other kinds of business reporting marked upward movements in 1934, together with the percentage increases over 1933, are as follows: Household appliance stores, 24.8 per cent; office, school and store supplies and equipment dealers, 22.7 per cent; farmers supplies stores, 17.4 per cent; radio and music stores, 15.5 per cent; family clothing stores, 12.6 per cent; and men's clothing stores, 12.3 per cent.

Sales of grocery stores (including grocery stores with meat departments) were \$307,478,000 for 1934, an increase of 3.4 per cent over the sales figure of \$297,307,000 reported for the preceding year. The value of sales for meat markets (\$55,578,000) was 11.0 per cent higher than in 1933. Country general stores did a total business for 1934 amounting to \$167,216,000, while the value of sales for department stores for the same year was \$254,001,000. Increases in trade over 1933 for these two kinds of business were 10.6 per cent in the case of country general stores and 5.0 per cent for department stores.





Chain Stores and Sales.--There were 445 chain store companies in Canada during 1934 and these operated a total of 8,208 stores with \$348,384,200 sales. Chain store sales for 1934 formed 17.9 per cent of the total business of all stores for that year as compared with 18.5 per cent for 1933 and 17.7 per cent for 1930 which is the earliest year for which such data are available. These chain store figures relate to the business transacted by all firms operating four stores or over during 1934 exclusive only of department stores. For the Census of Merchandising and Service Establishments all department stores have been treated as independent establishments so that figures relating to ownership groups of department stores are not included in the chain store figures shown here.

In number of chains, number of stores and value of sales, chains are still of most importance in the grocery and combination store field. There were 74 grocery and combination store chains in 1934 and these operated 2,239 stores and had sales of \$100,874,900 or 32.8 per cent of the business transacted by all grocery and combination stores. The ratio of chain store sales to total sales for this kind of business in 1934 was slightly lower than that recorded for 1933 (33.3 per cent) thus indicating a somewhat smaller increase in business for chains than for independent stores.

There were 14 variety store chains in Canada in 1934 and these operated 372 stores with \$35,646,500 sales. Drug store chains numbered 29 and these operated 306 stores with sales amounting to \$11,594,000 or 19.5 per cent of the business of all drug stores for the year. Table 4 presents comparative figures for chains grouped according to kind of business for each year from 1930 to 1934 and shows the number of chains, number of chain stores, value of chain sales and ratio of chain store sales to total sales.

In interpreting the chain store ratios given here it must be remembered that all figures relate to the business done by stores classified according to kind of business and that they do not relate to the sales of specified commodities. Many stores sell groceries in addition to grocery stores, e.g., department stores, country general stores, fruit and vegetable stores. Thus, while Table 4 shows the proportion of grocery store sales made by grocery store chains, no information is available to show what proportion of the sales of grocery products through all retail outlets may be made by chains.

Voluntary Chains.--In addition to receiving data regarding the operations of the company chains reviewed in the preceding section, information was also secured from 31 voluntary chains which were operating in Canada in 1934. In that year there were 6,430 stores connected with these 31 groups and, while information regarding the value of sales for these stores is not available, data were secured to show that the value of purchases at wholesale prices from the affiliated wholesale companies amounted to \$30,021,219.

Included in the 31 chains for 1934 were 23 voluntary food chains with 5,659 individual stores. Purchases by these members made upon a co-operative basis and at wholesale prices amounted to \$26,842,228. In 1933 there were 27 voluntary food chains with 6,025 stores and purchases upon a co-operative basis in that year and at wholesale prices amounted to \$26,725,418. Thus, while there were fewer voluntary chains and 366 fewer members, the value of purchases increased by \$116,810, indicating a corresponding increase in average purchases per store.

Scope of Census.--This report on retail trade is based upon returns received from all chain stores and from a representative number of independent stores, giving comparative sales figures for 1933 and 1934. In all, including both chain and independent stores, the returns secured covered slightly more than 25,000 retail establishments and it is estimated that the business done in these stores formed approximately 70 per cent of the trade of all stores. The reports which have been received have been used to determine the most probable value of sales for those stores which did not report to the annual census. The figures given in this bulletin, therefore, relate to all retail trade and not to the business of the exporting firms only. Table 1 presents a summary of retail merchandise sold by provinces for the period 1930 to 1934. Table 2 shows the value of retail trade for each year from 1930 to 1934 for each of the several



kind-of-business classifications used in the Census of Merchandising. In Tables 3 and 4 comparisons are made between chain store sales and total sales. Table 3 shows chain store sales and total sales by provinces, while Table 4 makes a somewhat similar comparison for a number of selected kinds of business and shows the number of chains, number of chain stores, value of chain sales, total sales and ratio of chain store sales to total sales. Table 5 presents comparative figures for voluntary chains for the years 1930 to 1934. Table 6 presents a comparison of sales by commodity groups for department stores in 1933 and 1934. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages and value of inventory on hand at the end of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

### Comparison of Indexes of Retail Sales and Cost of Living Indexes

While the indexes of retail sales calculated for the Census of Merchandising show only the movements in the dollar volume of sales, it is recognized that during periods of rapid price changes such indexes cannot be taken as indicating the physical volume of retail trade. The total value of retail trade for each year from 1930 to 1934, together with indexes of sales (1930 = 100), are as follow:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930 .....	2,755,569,900	100.0
1931 .....	2,319,935,000	84.2
1932 .....	1,914,872,000	69.5
1933 .....	1,775,857,000	64.4
1934 .....	1,942,480,000	70.5

Changes in the dollar value of retail trade as recorded from year to year are the resultant of two factors: (1) variations in the physical quantity of goods purchased and (2) changes in price levels. To what extent price changes are effective in determining the level of retail trade for any period cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. While cost of living indexes are not constructed in such a way as to warrant their use as a correction for price changes in the index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

### Index Numbers of Retail Prices, Rents and Costs of Services, Canada.

(1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 .....	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 .....	78.3	64.6	91.6	80.4	72.3	93.3	72.8
1934 .....	79.3	70.4	91.6	75.6	75.1	92.7	76.4

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index," is also a weighted average but omits the rental figures and includes only the merchandising





items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1934 with the Retail Price Indexes shown in the last column of the above table it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It should also be remembered that the weighting system used in computing price indexes is based upon value of commodities sold while the retail sales figures are shown for stores classified according to kind of business. The lack of a series of price indexes comparable to retail sales by kinds of business precludes any accurate correction of dollar value of retail sales for price changes. Nevertheless, the general trends in the indexes for both dollar value of sales and for retail prices indicates that during the period 1930 to 1933 the physical volume of goods distributed did not decline to the same extent as the decrease in the value of sales. Great differences in the reduction in physical volume, as in value of sales, may be found for different groups of commodities.





# CANADA RETAIL MERCHANDISE TRADE, 1934

Table 1.--Summary of Retail Merchandise Trade, by Provinces

	Total Net Sales				Index of Retail Sales (1930 = 100.0)					% of Change 1933- 1934
	1930	Estimated			1930	1931	1932	1933	1934	
		1931	1932	1933						
	\$	\$	\$	\$						
Canada, Total	2,755,569,900	2,319,225,000	1,914,872,000	1,775,857,000	100.0	84.2	69.5	64.4	70.5	+ 9.4
Prince Edward Island .....	13,773,700	11,538,000	9,261,000	8,873,000	100.0	83.8	67.2	64.4	70.1	+ 8.7
Nova Scotia .....	99,519,900	89,855,000	74,119,000	68,513,000	100.0	90.3	74.5	68.8	76.7	+11.4
New Brunswick .....	84,371,900	71,691,000	56,926,000	52,249,000	100.0	85.0	67.5	61.9	68.6	+10.8
Quebec .....	651,138,500	562,393,000	464,959,000	421,139,000	100.0	86.4	71.4	64.7	68.6	+ 6.1
Ontario .....	1,099,990,200	950,891,000	786,082,000	735,861,000	100.0	86.4	71.5	66.9	74.2	+10.9
Manitoba .....	189,243,900	153,978,000	131,025,000	121,224,000	100.0	81.4	69.2	64.1	68.7	+ 7.2
Saskatchewan .....	189,181,100	134,032,000	111,997,000	103,051,000	100.0	70.8	59.2	54.5	59.0	+ 8.3
Alberta .....	176,537,100	135,095,000	115,354,000	108,431,000	100.0	76.5	65.3	61.4	68.2	+11.1
British Columbia ..	248,597,500	207,552,000	162,951,000	154,751,000	100.0	83.5	65.5	62.2	69.0	+10.9
Yukon and North- west Territories	3,216,100	2,910,000	2,198,000	1,765,000	100.0	90.5	68.3	54.9	64.9	+18.3



Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business.

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100.0)					% of Change 1933-1934
	Estimated				1930	1931	1932	1933		
	1930	1931	1932	1934						
Total, All Stores .....	2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	100.0	84.2	69.5	64.4	70.5	+ 9.4
Food Group .....	615,476,100	535,179,000	461,401,000	432,257,000	100.0	87.0	75.0	70.2	73.5	+ 4.7
Bakery product stores (manufacturing bakeries not included) .....	11,027,600	9,697,000	8,002,000	7,727,000	100.0	87.9	72.6	70.1	75.7	+ 8.0
Candy and confectionery stores .....	54,176,100	43,933,000	36,661,000	33,010,000	100.0	81.1	67.7	60.9	62.5	+ 2.6
Dairy product dealers (other than manufacturing dairies) .....	37,173,900	33,309,000	28,491,000	26,690,000	100.0	89.6	76.6	71.8	77.7	+ 8.2
Fruit and vegetable stores .....	16,293,400	14,611,000	13,346,000	12,394,000	100.0	89.7	81.9	76.1	80.3	+ 5.5
Grocery and combination stores .....	405,403,400	360,873,000	315,825,000	297,307,000	100.0	89.0	77.9	73.3	75.8	+ 3.4
Meat markets (including sea foods) .....	83,026,200	66,035,000	53,595,000	50,090,000	100.0	79.5	64.6	60.3	66.9	+11.0
Other food stores .....	8,375,500	6,721,000	5,481,000	5,039,000	100.0	80.2	65.4	60.2	62.5	+ 3.8
Country General Stores .....	228,803,800	185,399,000	158,634,000	151,233,000	100.0	81.0	69.3	66.1	73.1	+10.6
General Merchandise Group ....	451,542,500	400,931,000	330,505,000	313,323,000	100.0	88.8	73.2	69.4	73.5	+ 5.9
Department stores .....	355,258,600	312,739,000	253,831,000	241,850,000	100.0	88.0	71.4	68.1	71.5	+ 5.0
Dry goods stores .....	31,705,600	27,555,000	22,976,000	21,000,000	100.0	86.9	72.5	66.2	72.6	+ 9.6
General merchandise stores .....	20,366,100	17,073,000	14,071,000	13,217,000	100.0	83.8	69.1	64.9	72.3	+11.4
Variety stores .....	44,212,200	43,564,000	39,627,000	37,256,000	100.0	98.5	89.6	84.3	90.6	+ 7.5
Automotive Group .....	381,959,300	297,830,000	234,729,000	217,496,000	100.0	78.0	61.5	56.9	70.2	+13.2
Motor vehicle dealers .....	253,607,900	186,876,000	136,370,000	129,889,000	100.0	73.7	53.8	51.2	70.6	+137.9
Accessories, tires and batteries .....	10,955,800	8,918,000	7,732,000	7,200,000	100.0	81.4	70.6	65.7	64.5	+ 1.8
Filling stations .....	66,449,300	60,465,000	54,401,000	48,278,000	100.0	91.0	81.9	72.7	72.3	- .5
Garages .....	47,559,800	38,967,000	34,208,000	30,230,000	100.0	81.9	71.9	63.6	66.5	+ 4.7
Other automotive establishments (includ- ing motorcycles, bicycles and supplies)	3,386,500	2,604,000	2,018,000	1,899,000	100.0	76.9	59.6	56.1	63.2	+12.7
Apparel Group .....	219,968,600	188,955,000	155,465,000	146,705,000	100.0	85.9	70.7	66.7	72.7	+ 9.0
Men's and boys' clothing and furnishings (includes custom tailors) .....	72,110,500	58,708,000	46,786,000	44,435,000	100.0	81.4	64.9	61.6	69.2	+12.3
Family clothing stores .....	42,144,100	37,009,000	31,818,000	31,582,000	100.0	87.8	75.5	74.9	84.4	+12.6
Women's apparel and accessories stores .	69,806,000	61,239,000	49,416,000	44,699,000	100.0	87.7	70.8	64.0	68.0	+ 6.2
Shoe stores .....	35,908,000	31,999,000	27,445,000	25,989,000	100.0	89.1	76.4	72.4	75.2	+ 3.9

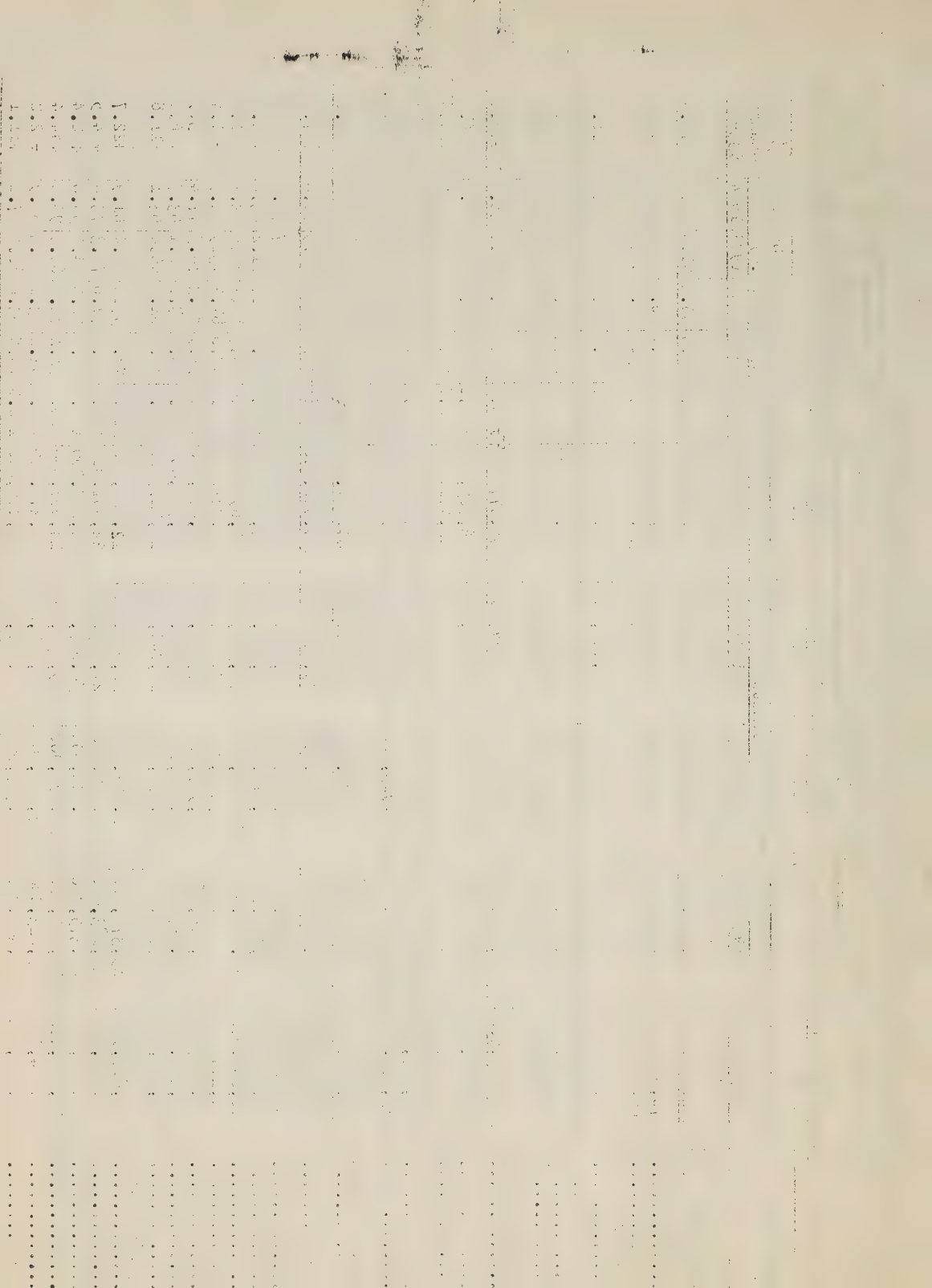




Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100.0)				% of Change 1933-1934
	1930	Estimated			1930	1931 1932 1933			
		1931	1932	1933		1931	1932	1933	
Building Materials Group ..	162,237,100	129,056,000	96,242,000	83,245,000	100.0	79.5	59.3	51.3	+14.0
Hardware stores .....	70,891,700	59,316,000	47,335,000	42,732,000	100.0	83.7	66.8	60.3	+12.1
Lumber and building materials .....	66,200,700	48,356,000	34,811,000	29,331,000	100.0	73.0	52.6	44.3	+16.9
Other building materials (including roofing materials) .....	9,596,800	8,455,000	4,876,000	3,417,000	100.0	88.1	50.8	35.6	+18.6
Electrical shops (without radio) ....	15,547,900	12,929,000	9,220,000	7,765,000	100.0	83.2	59.3	49.9	+11.5
Heating and plumbing shops .....									
Paint and glass stores .....									
Furniture and Household Group .....	101,665,900	82,264,000	58,887,000	50,727,000	100.0	80.9	57.9	49.9	+17.4
Furniture stores .....	41,016,500	34,963,000	25,930,000	23,073,000	100.0	85.2	63.2	56.3	+16.0
Household appliance stores .....	17,798,200	14,243,000	10,883,000	9,208,000	100.0	80.0	61.1	51.7	+24.8
Other home furnishings (including floor coverings, curtains, etc.) .....	8,957,000	6,864,000	5,161,000	5,006,000	100.0	76.6	57.6	55.9	+15.8
Radio and music stores .....	33,894,200	26,194,000	16,913,000	13,440,000	100.0	77.3	49.9	39.7	+15.5
Restaurants, Cafeterias and Eating Places .....	75,977,100	62,041,000	47,673,000	41,667,000	100.0	81.7	62.7	54.8	+ 5.8
Other Retail Stores .....	517,939,500	438,280,000	371,336,000	339,204,000	100.0	84.6	71.7	65.5	+ 7.4
Farmers' supplies .....	45,760,600	35,810,000	30,423,000	29,160,000	100.0	78.3	66.5	63.7	+17.4
Book stores .....	8,837,500	7,426,000	6,070,000	5,405,000	100.0	84.0	68.7	61.2	+ 4.0
Coal and wood yards .....	86,046,800	76,296,000	70,675,000	70,384,000	100.0	88.7	82.1	81.8	+ 1.9
Ice dealers .....	4,144,900	4,064,000	3,386,000	3,063,000	100.0	98.0	81.7	73.9	+ 1.4
Drug stores .....	76,848,900	70,610,000	63,989,000	57,253,000	100.0	91.9	83.3	74.5	+ 3.9
Florists .....	9,264,700	7,699,000	6,405,000	5,570,000	100.0	83.1	69.1	60.1	+ 6.0
Jewellery stores .....	26,662,600	20,960,000	16,396,000	15,044,000	100.0	78.6	61.5	56.4	+11.8
Office, school and store supplies and equipment dealers .....	19,829,900	15,373,000	11,463,000	10,003,000	100.0	77.5	57.8	50.4	+22.7
Tobacco stores and stands .....	30,702,800	27,183,000	23,879,000	21,586,000	100.0	88.5	77.8	70.3	+ 4.5
Government liquor stores .....	100,694,600	86,375,000	67,106,000	54,869,000	100.0	85.8	66.6	54.5	+ 2.4
Brewers' warehouses .....	14,894,400	13,569,000	10,590,000	9,756,000	100.0	91.1	71.1	65.5	+44.4
Taverns .....	10,424,900	9,613,000	7,625,000	6,491,000	100.0	92.2	73.1	62.3	+ 2.2
Unclassified kinds of business .....	83,826,900	63,302,000	53,329,000	50,620,000	100.0	75.5	63.6	60.4	+11.1

Note:-- In a number of instances figures for the years 1931 to 1933 have been revised.





CANADA RETAIL MERCHANDISE TRADE, 1934

Table 3.--Comparison by Provinces of Chain Store Sales and Total Sales, 1930-1934.

	1930	1931	1932	1933	1934
<b>CANADA, TOTAL<sup>1</sup>-</b>					
Total sales .....	2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	1,942,480,000
Chain sales .....	487,336,000	434,199,700	360,806,200	328,902,600	348,384,200
% chains to total	17.7	18.7	18.8	18.5	17.9
<b>Prince Edward Island -</b>					
Total sales .....	13,773,700	11,538,000	9,261,000	8,873,000	9,649,000
Chain sales .....	678,700	475,500	433,800	350,900	409,500
% chains to total	4.9	4.1	4.7	4.0	4.2
<b>Nova Scotia -</b>					
Total sales .....	99,519,900	89,855,000	74,119,000	68,513,000	76,317,000
Chain sales .....	12,163,300	15,867,000	13,378,300	11,715,500	12,577,600
% chains to total	12.2	17.7	18.0	17.1	16.5
<b>New Brunswick -</b>					
Total sales .....	84,371,900	71,691,000	56,926,000	52,249,000	57,878,000
Chain sales .....	11,958,700	10,469,200	8,511,900	7,581,300	8,620,400
% chains to total	14.2	14.6	15.0	14.5	14.9
<b>Quebec -</b>					
Total sales .....	651,138,500	562,393,000	464,959,000	421,139,000	446,954,000
Chain sales .....	117,100,400	105,739,900	86,059,200	73,398,300	73,091,100
% chains to total	18.0	18.8	18.5	17.4	16.4
<b>Ontario -</b>					
Total sales .....	1,099,990,200	950,891,000	786,082,000	735,861,000	815,982,000
Chain sales .....	214,391,300	195,362,900	163,814,600	150,908,000	162,096,400
% chains to total	19.5	20.5	20.8	20.5	19.9
<b>Manitoba -</b>					
Total sales .....	189,243,900	153,978,000	131,025,000	121,224,000	129,968,000
Chain sales .....	22,105,800	18,853,100	16,155,400	13,619,700	15,108,200
% chains to total	11.7	12.2	12.3	11.2	11.6
<b>Saskatchewan -</b>					
Total sales .....	189,181,100	134,032,000	111,997,000	103,051,000	111,569,000
Chain sales .....	34,056,300	24,409,300	20,750,700	20,755,200	22,103,900
% chains to total	18.0	18.2	18.5	20.1	19.8
<b>Alberta -</b>					
Total sales .....	176,537,100	135,095,000	115,354,000	108,431,000	120,423,000
Chain sales .....	24,918,500	20,268,100	17,577,900	17,269,500	19,240,000
% chains to total	14.1	15.0	15.2	15.9	16.0
<b>British Columbia -</b>					
Total sales .....	248,597,500	207,552,000	162,951,000	154,751,000	171,652,000
Chain sales .....	47,875,300	40,860,200	32,863,500	32,405,600	33,896,600
% chains to total	19.3	19.7	20.2	20.9	19.7

<sup>1</sup> Includes Yukon and Northwest Territories.



CANADA RETAIL MERCHANDISE TRADE, 1934

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1931	1932	1933	1934
<b>ALL STORES, TOTAL -</b>					
Chains .....	518	506	486	461	445
Stores (maximum) ..	8,504	8,557	8,398	8,230	8,208
Stores (average) ..	8,097	8,188	8,066	7,900	7,804
Chain sales .....	\$ 487,336,000	434,199,700	360,806,200	328,902,600	348,384,200
Total sales .....	\$2,755,569,900	2,319,935,000	1,914,872,000	1,775,857,000	1,942,480,000
% chains to total	17.7	18.7	18.8	18.5	17.9
<b>Grocery and Combination Stores -</b>					
Chains .....	66	69	71	75	74
Stores (maximum) ..	2,127	2,193	2,232	2,221	2,239
Chain sales .....	\$ 119,498,600	117,284,000	104,618,700	98,862,100	100,874,900
Total sales .....	\$ 405,403,400	360,873,000	315,825,000	297,307,000	307,478,000
% chains to total	29.5	32.5	33.1	33.3	32.8
<b>Variety, 5-and-10, and to-a-dollar Stores -</b>					
Chains .....	15	14	14	14	14
Stores (maximum) ..	327	340	348	356	372
Chain sales .....	\$ 39,383,600	38,906,700	35,474,800	33,348,600	35,646,500
Total sales .....	\$ 44,212,200	43,564,000	39,627,000	37,256,000	40,041,000
% chains to total	89.1	89.3	89.5	89.5	89.0
<b>Filling Stations -</b>					
Chains .....	28	27	26	30	27
Stations (maximum) ..	743	729	757	837	845
Chain sales .....	\$ 14,875,300	15,552,200	14,705,800	14,071,100	14,638,000
Total sales .....	\$ 66,449,300	60,465,000	54,401,000	48,278,000	48,037,000
% chains to total	22.4	25.7	27.0	29.1	30.5
<b>Men's and Boys' Clothing and Furnishings (includes custom tailors) -</b>					
Chains .....	22	22	19	14	13
Stores (maximum) ..	191	189	162	135	151
Chain sales .....	\$ 9,866,800	8,253,600	5,784,700	5,405,200	5,961,600
Total sales .....	\$ 72,110,500	58,708,000	46,786,000	44,435,000	49,901,000
% chains to total	13.7	14.1	12.4	12.2	11.9
<b>Family Clothing Stores -</b>					
Chains .....	13	13	12	12	12
Stores (maximum) ..	58	59	62	63	70
Chain sales .....	\$ 4,746,600	4,425,100	3,873,700	6,722,000	7,407,700
Total sales .....	\$ 42,144,100	37,009,000	31,818,000	31,582,000	35,575,000
% chains to total	11.3	12.0	12.2	21.3	20.8
<b>Women's Apparel and Accessories Stores -</b>					
Chains .....	28	25	19	15	15
Stores (maximum) ..	203	213	185	148	171
Chain sales .....	\$ 8,584,800	6,828,100	5,093,700	4,029,400	4,506,800
Total sales .....	\$ 69,806,000	61,239,000	49,416,000	44,699,000	47,474,000
% chains to total	12.3	11.1	10.3	9.0	9.5
<b>Shoe Stores -</b>					
Chains .....	17	18	19	22	22
Stores (maximum) ..	203	221	237	274	303
Chain sales .....	\$ 7,702,700	7,687,500	7,094,800	7,114,800	8,037,400
Total sales .....	\$ 35,908,000	31,999,000	27,445,000	25,989,000	27,002,000
% chains to total	21.5	24.0	25.9	27.4	29.8





CANADA RETAIL MERCHANDISE TRADE, 1934

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Years (Cont'd.)

	1930	1931	1932	1933	1934
Lumber and Building Material Dealers -					
Chains .....	46	48	45	42	42
Stores (maximum) .....	1,035	997	920	883	877
Chain sales .....	\$18,597,500	13,877,000	10,969,500	9,505,700	10,570,000
Total sales .....	\$66,200,700	48,356,000	34,811,000	29,331,000	34,302,000
% chains to total .....	28.1	27.0	31.6	32.4	30.8
Furniture Stores -					
Chains .....	8	9	9	9	8
Stores (maximum) .....	96	90	95	84	80
Chain sales .....	\$9,367,900	7,558,600	5,038,200	4,317,400	5,131,000
Total sales .....	\$41,016,500	34,963,000	25,930,000	23,073,000	26,765,000
% chains to total .....	22.8	21.6	19.4	18.7	19.2
Restaurants, Cafeterias and Eating Places -					
Chains .....	21	20	17	17	15
Stores (maximum) .....	262	269	257	240	225
Chain sales .....	\$13,438,600	11,011,700	8,262,600	7,129,300	6,792,200
Total sales .....	\$75,977,100	62,041,000	47,673,000	41,667,000	44,007,000
% chains to total .....	17.7	17.7	17.3	17.1	15.4
Drug Stores -					
Chains .....	31	32	32	29	29
Stores (maximum) .....	292	306	313	301	306
Chain sales .....	\$13,971,300	13,504,600	12,520,000	11,001,300	11,594,000
Total sales .....	\$76,848,900	70,610,000	63,989,000	57,253,000	59,456,000
% chains to total .....	18.2	19.2	19.6	19.2	19.5
Office, School and Store Supplies and Equipment Dealers -					
Chains .....	16	14	14	11	12
Stores (maximum) .....	173	161	159	144	139
Chain sales .....	\$11,134,200	8,443,800	6,237,100	5,332,100	6,613,300
Total sales .....	\$19,029,900	15,373,000	11,463,000	10,003,000	12,269,000
% chains to total .....	56.1	54.9	54.4	53.3	53.9
Tobacco Stores and Stands -					
Chains .....	9	9	10	9	11
Stores (maximum) .....	215	228	235	234	238
Chain sales .....	\$7,800,700	6,984,700	6,228,400	5,446,200	5,652,500
Total sales .....	\$30,702,000	27,163,000	23,079,000	21,566,000	22,551,000
% chains to total .....	25.4	25.7	26.1	25.2	25.1

Table 5.--Number of Voluntary Chains, Stores, Value of Purchases and Average Purchases Per Store

A. All Voluntary Chains

Year	Number of Chains	Number of Stores	Total Purchases at Wholesale Prices	Average Purchases Per Store	Index of Purchases (1930 = 100)
1930 .....	24	4,405	22,703,372	5,000	100.0
1931 .....	29	5,456	25,220,327	4,622	110.7
1932 .....	30	6,207	26,364,548	4,240	115.7
1933 .....	32	6,639	26,625,065	4,279	125.6
1934 .....	31	6,430	30,021,219	4,669	131.8

B. All Voluntary Food Chains

Year	Number of Chains	Number of Stores	Total Purchases at Wholesale Prices	Average Purchases Per Store	Index of Purchases (1930 = 100)
1930 .....	23	4,472	22,720,502	5,081	100.0
1931 .....	26	5,198	23,626,795	4,545	104.0
1932 .....	26	5,790	25,433,064	4,392	111.9
1933 .....	27	6,025	26,725,410	4,436	117.6
1934 .....	23	5,659	26,042,220	4,743	116.1





CANADA RETAIL MERCHANDISE TRADE, 1934

Table 6.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933	Sales in 1934	% of Change
Total Sales, All Departments .....	241,050,000	254,001,000	+ 5.0
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	55,035,200	57,859,400	+ 5.1
Automotive supplies (including tires, batteries, automotive parts) .....	1,157,400	1,326,800	+14.6
Cafeterias and restaurants (including fountain and lunch rooms) .....	4,266,100	4,325,700	+ 1.4
Clothing and furnishings, men's and boys' (including hats and caps) .....	20,564,900	30,702,700	+ 7.5
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	7,595,500	7,472,500	- 1.6
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns) ...	23,972,100	25,050,300	+ 4.5
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	1,991,700	2,120,300	+ 6.9
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) .....	29,495,900	20,663,000	- 2.1
Furniture (including mattresses, springs) .....	11,017,700	11,976,000	+ 8.7
Hardware and kitchen utensils (including paints, wallpaper) .....	8,029,000	8,535,900	+ 6.3
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings) .....	19,024,800	21,022,900	+10.5
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps) .....	4,651,600	5,087,400	+ 9.4
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	4,325,800	4,748,100	+ 9.8
Leather goods and travelling goods (including purses and hand-bags) .....	2,376,500	2,655,400	+11.7
Millinery .....	3,574,500	3,769,200	+ 5.4
Radios, musical instruments, and supplies .....	3,412,500	3,588,800	+ 5.2
Shoes and other footwear (men's, women's and children's) .....	19,667,000	20,243,200	+ 2.9
Sporting goods (including bicycles, toys, games) ....	4,425,100	4,761,800	+ 7.6
Stationery, books and magazines .....	3,816,200	3,980,300	+ 4.3
Receipts from repair or service departments, not in- cluded elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating) ....	2,462,600	2,511,100	+ 2.0
Miscellaneous merchandise .....	2,987,900	3,382,600	+13.2



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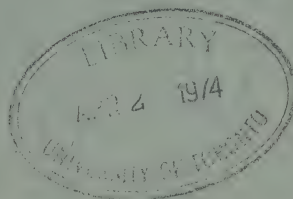
MERCHANDISING FILE 'R'

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Government  
Publications



RETAIL MERCHANDISE TRADE

IN

CANADA

1935

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1936





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Minister of Trade and Commerce.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Canada, 1935

Reflecting a continuation of the generally upward trend in consumer purchasing evident since the spring of 1933, total retail sales in Canada increased by 5 per cent in 1935 over 1934, according to final tabulations for the annual Census of Merchandising and Service Establishments. Sales totalled \$2,035,817,000 in 1935 compared with \$1,941,470,000 in 1934 and \$1,775,618,000 in 1933. The gain in 1935, while less pronounced than that of the preceding year, is significant in that the earlier improvement was consolidated and, notably in the automotive trade and in other lines of business dealing chiefly in luxury or semi-luxury lines of merchandise, considerably extended. A direct comparison between 1935 and 1933 reveals an improvement of 15 per cent. Retail sales were also 6 per cent higher in 1935 than in 1932 but were 6 per cent below 1931 and 26 per cent below the 1930 level.

Variations in the dollar value of retail trade from year to year reflect the net composite effect of changes in quantities of goods purchased and changes in retail prices. The Bureau's retail price index advanced but .6 per cent in 1935 from 1934. While these price indexes are not so constructed as to make an exact comparison possible, it is evident that the increased retail trade in 1935 was due largely to increased consumption rather than to any appreciable raising of the price level.

Trends by Economic Divisions.—Increases in retail trade in 1935, while generally reported, varied considerably in extent in the different provinces. British Columbia reported almost twice the Dominion average increase of 4.9 per cent, sales in that province advancing by 9.1 per cent; the Prairie Provinces came second with an advance of 6.3 per cent, increases for each of the three provinces varying but little from the average for the economic division as a whole. The Maritime Provinces were up by 5.4 per cent; Ontario came next with an improvement of 4.1 per cent, followed by Quebec with an increase of 3.3 per cent.

Trends by Kinds of Business.—Increases of varying degree over 1934 were reported for each of the 40 individual kind-of-business classifications for which separate figures are shown in the reports of the annual Census of Merchandising excepting only "Accessories, tires and batteries", in which case a slight reduction of 1.3 per cent was recorded. Especially noteworthy was the improvement shown for motor vehicle dealers whose aggregate sales of \$216,309,000 in 1935 were 20.7 per cent higher than the amount recorded in 1934. This sales figure for motor vehicle dealers covers total receipts from all sources, including the sale of new and used vehicles, tires and accessories, gas and oil, and receipts from repair and service operations conducted by these establishments. The addition of activities subsidiary to the sale of new motor vehicles has a stabilizing influence upon the total trade of motor vehicle dealers. New motor vehicle sales alone showed a much greater increase over

1934 than that recorded for the trade as a whole. Another series of reports shows that altogether 100,961 new motor vehicles sold in Canada for \$101,285,655 in 1935, these figures indicating increases of 38 per cent in number and 34 per cent in value as compared with corresponding data for 1934.

The furniture and household group was second in point of view of increased business over 1934 and the building materials group was third. Furniture store sales of \$29,229,000 were up by 9.2 per cent; household appliance stores with \$12,-454,000 sales recorded an even greater improvement of almost 16 per cent, while radio and music store sales of \$17,516,000 were up by 12.8 per cent. Hardware store sales of \$50,043,000 were up by 4.4 per cent; lumber and building material dealers did a total business of \$36,904,000, an increase over the preceding year of 7.6 per cent.

Indicative of the continued improvement in business conditions is the increased trade reported by dealers in office, school and store supplies and equipment; total sales for this group were \$13,746,000 in 1935, or 12 per cent higher than the amount recorded for 1934. Substantial gains for other lines of business were as follows: jewellery stores, 8.4 per cent; men's and boys' clothing and furnishing stores, 6.5 per cent, and family clothing stores, 6.0 per cent.

A significant feature of the results of the 1935 census and the factor mainly responsible for the comparatively moderate gain in the total retail trade of the country in 1935 over 1934 is the relatively small increase recorded by lines of business dealing chiefly in staple lines of merchandise and whose sales form a large part of the grand total. In the grocery and combination store field, substantial increases of 8 per cent and 6 per cent in British Columbia and Alberta respectively were modified by minor increases in the Maritimes, Manitoba and Saskatchewan and by practically unchanged conditions in Ontario and Quebec, resulting in a net increase of only 1.5 per cent for the Dominion as a whole. Sales of grocery and combination stores were \$312,197,000 in 1935 compared with \$307,478,000 in 1934.

Country general store sales of \$172,456,000 were 3.1 per cent higher than in 1934 while department store sales of \$258,653,000 showed a smaller increase of 1.8 per cent. Women's apparel and accessories store sales were up by .2 per cent, while shoe store sales recorded an increase of 1.6 per cent. Drug store sales were up by 3.2 per cent, tobacco store sales by 2.6 per cent, and Government liquor store sales showed an increase of 1.1 per cent.

It should be clearly understood that all retail sales figures mentioned above relate to stores classified according to a broad kind-of-business grouping and not to commodity sales. For example, grocery stores sell other lines of goods in addition to strictly grocery items. On the other hand, groceries are sold in other kinds of stores than grocery stores; country general stores, department stores, variety stores, and candy and confectionery stores sell large quantities of these items.

Chain Stores and Sales.—The chain store classification includes all groups of four stores or over (excluding only department stores) under the same ownership or management and carrying on the same or similar kinds of business. For the Census of Merchandising, all department stores are considered as independent establishments. Ownership groups of department stores, irrespective of the number of individual units operated, are considered as independents rather than as chains.

There were 445 chain store companies in 1935 with 8,022 unit stores and \$384,129,800 sales. This amount formed 17.9 per cent of the total retail trade of the country, the ratio of chain to total sales remaining unchanged from the preceding



year. There were also 445 chains in 1934 and these operated 8,208 units and had \$347,186,100 sales. The smaller number of units in 1935 together with increased sales indicates the closing out of some of the weaker units and improved business on the part of the continuing stores.

The proportion of chain sales to total sales in 1935 was greatest in Ontario and smallest in Prince Edward Island and varied but slightly in any province from 1934. The ratios of chain to total sales for the several provinces, arranged in descending order of chain ratios in 1935, with 1934 figures in brackets, follow: Ontario, 20.2 (19.8); British Columbia, 19.9 (19.7); Saskatchewan, 19.1 (19.8); Nova Scotia, 16.9 (16.6); Quebec, 15.8 (16.3); Alberta, 15.3 (15.8); New Brunswick, 14.8 (14.6); Manitoba, 11.4 (11.5), and Prince Edward Island, 4.7 (4.3).

#### Comparison of Indexes of Retail Sales and Cost of Living Indexes

Reference to the effect of price changes upon variations in the value of retail trade was made at the beginning of this introduction. A more detailed comparison between the trends in sales and retail prices is made below. The total value of retail trade for each year from 1930 to 1935, together with indexes of sales (1930 = 100) are as follows:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930 .....	2,755,569,900	100.0
1931 .....	2,319,852,000	84.2
1932 .....	1,914,698,000	69.5
1933 .....	1,775,618,000	64.4
1934 .....	1,941,470,000	70.5
1935 .....	2,035,817,000	73.9

Changes in the dollar value of retail trade as recorded from year to year are the resultant of two factors: (1) variations in the physical quantity of goods purchased and (2) changes in price levels. To what extent price changes are effective in determining the level of retail trade for any period cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. While cost of living indexes are not constructed in such a way as to warrant their use as a correction for price changes in the index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

#### Index Numbers of Retail Prices, Rents and Costs of Services, Canada (1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 .....	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 .....	78.3	64.6	91.6	80.4	72.3	93.3	72.8
1934 .....	79.3	70.4	91.6	75.6	75.1	92.7	76.4
1935 .....	79.9	71.4	90.7	76.8	75.3	92.8	76.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1935 with the Retail Price Indexes shown in the last column of the above table, it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole weighting system used in computing the Bureau's Indexes of Retail Prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising. The lack of a series of price indexes comparable to retail sales by kinds of business precludes any accurate correction of dollar value of retail sales for price changes. Nevertheless, the general trends in the indexes for both dollar value of sales and for retail prices indicates that during the period 1930 to 1933 the physical volume of goods distributed did not decline to anything like the extent indicated by the decrease in the value of sales. Great differences in variations in physical volume, as in value of sales, may be found for different groups of commodities.

#### Description of Method Used in Constructing Indexes of Retail Sales

Figures for the basic year 1930 as shown in this report were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from more than 25,000 retail stores and it is estimated that these transacted approximately two-thirds of the total retail trade of the country in 1935. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1935 are estimates based on indexes computed from returns of a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. However, it is believed that for the total retail trade as a whole and for most of the individual kind-of-business classifications this factor does not seriously affect the accuracy of the results presented herein.

\$  
(000,000)

# RETAIL MERCHANDISING BY PROVINCES

1930-1935

1000

800

600

400

200

0

1935 '33 '30

ONT.

'35 '33 '30

QUE.

'35 '33 '30

B.C.

'35 '33 '30

MAN.

'35 '33 '30

SASK.

'35 '33 '30

ALTA.

'35 '33 '30

N.S.

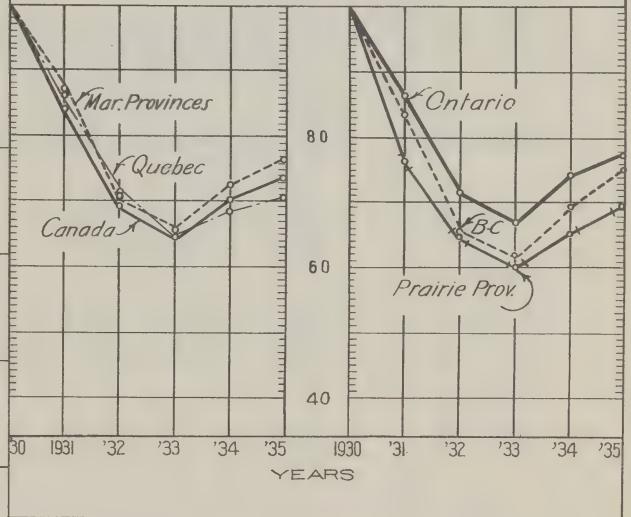
'35 '33 '30

N.B.

'35 '33 '30

P.E.I.

## INDEX NUMBERS OF RETAIL SALES 1930-1935



YEARS



CANADA - RETAIL MERCHANDISE TRADE, 1935

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# CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1935

Province	Total Net Sales (Estimated)			1935 \$	Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	1930 \$	1933(1) \$	1934(1) \$		1930	1931	1932	1933	1934	1935	
CANADA, Total ..	2,755,569,900	1,775,618,000	1,941,470,000	2,035,817,000	100.0	84.2	69.5	64.4	70.5	73.9	+ 4.9
Prince Edward Island .....	13,773,700	8,873,000	9,649,000	9,886,000	100.0	83.8	67.2	64.4	70.1	71.8	+ 2.5
Nova Scotia ...	99,519,900	68,274,000	76,124,000	80,409,000	100.0	90.2	74.3	68.6	76.5	80.8	+ 5.6
New Brunswick ..	84,371,900	52,249,000	58,016,000	61,318,000	100.0	85.0	67.5	61.9	68.8	72.7	+ 5.7
Quebec .....	651,138,500	421,139,000	447,093,000	461,864,000	100.0	86.4	71.4	64.7	68.7	70.9	+ 3.3
Ontario .....	1,099,990,200	735,861,000	814,994,000	848,014,000	100.0	86.4	71.5	66.9	74.1	77.1	+ 4.1
Manitoba .....	189,243,900	121,224,000	129,847,000	137,533,000	100.0	81.4	69.2	64.1	68.6	72.7	+ 5.9
Saskatchewan ..	189,181,100	103,051,000	111,637,000	119,137,000	100.0	70.8	59.2	54.5	59.0	63.0	+ 6.7
Alberta .....	176,537,100	108,431,000	120,413,000	128,202,000	100.0	76.5	65.3	61.4	68.2	72.6	+ 6.5
British Columbia	248,597,500	154,751,000	171,609,000	187,257,000	100.0	83.5	65.5	62.2	69.0	75.3	+ 9.1
Yukon and Northwest Territories ..	3,216,100	1,765,000	2,088,000	2,197,000	100.0	90.5	68.3	54.9	64.9	68.3	+ 5.2

(1) In some instances, figures for 1933 and 1934 have been revised.

## CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930 Number (1) Total Net of Stores Sales	Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
		1934(2)	1935	1930	1931	1932	1933	1934	
Total, All Stores	125,003	\$ 2,755,569,900	\$ 2,035,817,000	100.0	84.2	69.5	64.4	70.5	+ 4.9
Food Group	44,665	615,476,100	464,961,000	100.0	86.9	74.9	70.2	73.5	+ 2.8
Bakery product stores (manufacturing baker- ies not included) . . . .	1,213	11,027,600	8,883,000	100.0	87.9	72.6	70.1	75.7	+ 6.5
Candy and confectionery stores . . . . .	8,981	54,176,100	33,880,000	100.0	81.1	67.7	60.9	62.5	+ 3.9
Dairy product dealers (other than manufac- turing dairies) . . . . .	3,483	37,173,900	28,607,000	100.0	89.4	76.2	71.2	77.0	+ 8.5
Fruit and vegetable stores . . . . .	1,515	16,293,400	13,076,000	100.0	89.7	81.9	76.1	80.3	+ 2.2
Grocery and combina- tion stores . . . . .	23,328	405,403,400	307,478,000	100.0	89.0	77.3	73.3	75.8	+ 1.5
Meat markets (includ- ing sea foods) . . . . .	5,379	83,026,200	55,578,000	100.0	79.5	64.6	60.3	66.9	+ 5.6
Other food stores . . . . .	766	8,375,500	5,233,000	100.0	80.2	65.4	60.2	62.5	+ 6.6
Country General Stores . . . . .	11,915	228,803,800	167,216,000	100.0	81.0	69.3	66.1	73.1	+ 3.1
General Merchan- dise Group . . . . .	2,974	451,542,500	331,777,000	100.0	88.8	73.2	69.4	73.5	+ 2.4
Department stores . . . .	148	355,258,600	254,001,000	100.0	88.0	71.4	68.1	71.5	+ 1.8
Dry goods stores . . . . .	1,899	31,705,600	23,006,000	100.0	86.9	72.5	66.2	72.6	+ 1.6
General merchandise stores . . . . .	414	20,366,100	14,729,000	100.0	83.8	69.1	64.9	72.3	+ 4.8
Variety stores . . . . .	513	44,212,200	40,041,000	100.0	98.5	89.6	84.3	90.6	+ 5.9
Automotive Group.	13,194	381,959,300	268,025,000	100.0	78.0	61.5	56.9	70.2	+ 14.3
Motor vehicle dealers.	2,736	253,607,900	179,139,000	100.0	73.7	53.6	51.2	70.6	+ 20.7
Accessories, tires and batteries . . . . .	532	10,955,800	7,068,000	100.0	81.4	70.6	65.7	64.5	+ 1.3
Filling stations . . . . .	5,503	66,449,300	48,037,000	100.0	91.0	81.9	72.7	72.3	+ 2.0

(1) and (2): See footnotes on page 10.



Table 2. Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930 Number (1) Total Net of Stores Sales	Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
		1934 (2)	1935	1930	1931	1932	1933	1934	
Automotive Group (Cont'd.)									
Garages .....	4,140	31,640,000	31,784,000	100.0	81.9	71.9	63.6	66.5	+ 0.5
Other automotive establishments (including motorcycles, bicycles and supplies) .....	283	2,141,000	2,382,000	100.0	76.9	59.6	56.1	63.2	+ 11.3
Apparel Group	10,474	159,952,000	165,864,000	100.0	85.9	70.7	66.7	72.7	+ 3.7
Men's and boys' clothing and furnishings (includes custom tailors) .....	3,969	49,901,000	53,166,000	100.0	81.4	64.9	61.6	69.2	+ 6.5
Family clothing stores	1,149	35,575,000	37,702,000	100.0	87.8	75.5	74.9	84.4	+ 6.0
Women's apparel and accessories .....	3,715	47,474,000	47,565,000	100.0	87.7	70.8	64.0	68.1	+ 0.2
Shoe stores .....	1,641	27,002,000	27,431,000	100.0	89.1	76.4	72.4	75.2	+ 1.6
Building Materials Group	6,035	94,930,000	100,567,000	100.0	79.5	59.3	51.3	58.5	+ 5.9
Hardware stores .....	3,001	47,917,000	50,043,000	100.0	83.7	66.8	60.3	67.6	+ 4.4
Lumber and building material dealers .....	1,825	34,302,000	36,904,000	100.0	73.0	52.6	44.3	51.8	+ 7.6
Other building materials (including roofing materials) .....	183	4,054,000	4,495,000	100.0	88.1	50.8	35.6	42.2	+ 10.9
Electrical shops (without radio) .....									
Heating and plumbing shops .....	1,026	8,657,000	9,125,000	100.0	83.2	59.3	49.9	55.7	+ 5.4
Paint and glass stores)									

(1) and (2): See footnotes on page 10.

CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 2.---Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930 Number (1) of Stores	Total Net Sales \$	Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)					% of Change, 1934-1935
			1934(2)	1935	1930	1931	1932	1933	1934	1935
Furniture and Household Group.				\$						
Furniture stores . . . . .	3,188	101,665,900	58,828,000	65,071,000	100.0	80.9	57.9	49.9	57.9	64.0
Household appliance stores . . . . .	1,101	41,016,500	26,765,000	29,229,000	100.0	85.2	63.2	56.3	65.3	71.3
Other home furnishings (including floor coverings, curtains, etc.)	590	17,798,200	10,742,000	12,454,000	100.0	80.0	61.1	51.7	60.4	70.0
Radio and music stores										
	559	8,957,000	5,797,000	5,872,000	100.0	76.6	57.6	55.9	64.7	65.6
	938	33,894,200	15,524,000	17,516,000	100.0	77.3	49.9	39.7	45.8	51.7
Restaurants, Cafeterias and Eating Places . . . . .										
	5,609	75,977,100	44,087,000	45,825,000	100.0	81.7	62.7	54.8	58.0	60.3
Other Retail Stores	26,949	517,939,500	364,460,000	374,776,000	100.0	84.6	71.7	65.5	70.4	72.4
Farmers' supply stores	2,951	45,760,600	34,239,000	35,309,000	100.0	78.3	66.5	63.7	74.8	77.2
Book stores . . . . .	358	8,837,500	5,622,000	5,898,000	100.0	84.0	68.7	61.2	63.6	66.7
Coal and wood yards . .	2,071	86,046,800	71,690,000	72,486,000	100.0	88.7	82.1	81.8	83.3	84.2
Drug stores . . . . .	3,559	76,848,900	59,458,000	61,353,000	100.0	91.9	83.3	74.5	77.4	79.8
Florists . . . . .	689	9,264,700	5,905,000	6,097,000	100.0	83.1	69.1	60.1	63.7	65.8
Jewellery stores . . . . .	1,532	26,662,600	16,813,000	18,238,000	100.0	78.6	61.5	56.4	63.1	68.4
Office, school and store supplies and equipment dealers . . .	395	19,829,900	12,269,000	13,746,000	100.0	77.5	57.8	50.4	61.9	69.3
Tobacco stores and stands . . . . .	2,420	30,702,800	22,551,000	23,129,000	100.0	88.5	77.8	70.3	73.4	75.3
Government liquor stores . . . . .	651	100,694,600	56,207,000	56,830,000	100.0	85.8	66.6	54.5	55.8	56.4
Unclassified kinds of business . . . . .	12,323	113,291,100	79,700,000	81,690,000	100.0	79.9	66.1	61.7	70.3	72.1

(1) The numbers of stores are shown only for 1930. Since total sales figures for later years are calculated from returns from a sample number of firms, the total numbers for these years are not known. See page 4 for explanation of methods of calculation.

(2) In some instances, figures for 1934 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Comparison of Chain Store Sales and Total Sales, by Provinces

	1930	1933(2)	1934(2)	1935
CANADA, Total <sup>(1)</sup> --				
Total sales .....	\$2,755,569,900	1,775,618,000	1,941,470,000	2,035,817,000
Chain sales .....	\$ 487,336,000	328,902,600	347,186,100	364,129,800
%, chains to total	17.7	18.5	17.9	17.9
Prince Edward Island --				
Total sales .....	\$ 13,773,700	8,873,000	9,649,000	9,886,000
Chain sales .....	\$ 678,700	350,900	411,100	460,200
%, chains to total	4.9	4.0	4.3	4.7
Nova Scotia --				
Total sales .....	\$ 99,519,900	68,274,000	76,124,000	80,409,000
Chain sales .....	\$ 12,163,300	11,715,500	12,613,200	13,623,300
%, chains to total	12.2	17.2	16.6	16.9
New Brunswick --				
Total sales .....	\$ 84,371,900	52,249,000	58,016,000	61,318,000
Chain sales .....	\$ 11,958,700	7,581,300	8,493,700	9,055,900
%, chains to total	14.2	14.5	14.6	14.8
Quebec --				
Total sales .....	\$ 651,138,500	421,139,000	447,093,000	461,864,000
Chain sales .....	\$ 117,100,400	73,398,300	72,946,100	72,810,300
%, chains to total	18.0	17.4	16.3	15.8
Ontario --				
Total sales .....	\$1,099,990,200	735,861,000	814,994,000	848,014,000
Chain sales .....	\$ 214,391,300	150,908,000	161,586,300	171,540,000
%, chains to total	19.5	20.5	19.8	20.2
Manitoba --				
Total sales .....	\$ 189,243,900	121,224,000	129,847,000	137,533,000
Chain sales .....	\$ 22,105,800	13,619,700	14,942,100	15,630,600
%, chains to total	11.7	11.2	11.5	11.4
Saskatchewan --				
Total sales .....	\$ 189,181,100	103,051,000	111,637,000	119,137,000
Chain sales .....	\$ 34,056,300	20,755,200	22,104,000	22,788,800
%, chains to total	18.0	20.1	19.8	19.1
Alberta --				
Total sales .....	\$ 176,537,100	108,431,000	120,413,000	128,202,000
Chain sales .....	\$ 24,918,500	17,269,500	19,059,400	19,656,400
%, chains to total	14.1	15.9	15.8	15.3
British Columbia --				
Total sales .....	\$ 248,597,500	154,751,000	171,609,000	187,257,000
Chain sales .....	\$ 47,875,300	32,405,600	33,797,700	37,218,800
%, chains to total	19.3	20.9	19.7	19.9

(1) Includes Yukon and Northwest Territories.

(2) In some instances, figures for 1933 and 1934 have been revised.



CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933(1)	1934(1)	1935
ALL STORES, TOTAL -				
Chains .....	518	461	445	445
Stores (maximum) .	8,504	8,230	8,208	8,022
Stores (average) .	8,097	7,900	7,804	7,666
Chain sales .....	\$ 487,336,000	328,902,600	347,186,100	364,129,800
Total sales .....	\$2,755,569,900	1,775,618,000	1,941,470,000	2,035,817,000
%, chains to total	17.7	18.5	17.9	17.9
Grocery and Combination Stores -				
Chains .....	66	75	74	73
Stores (maximum) .	2,127	2,221	2,239	2,151
Chain sales .....	\$ 119,498,600	98,862,100	100,874,900	101,418,400
Total sales .....	\$ 405,403,400	297,307,000	307,478,000	312,197,000
%, chains to total	29.5	33.3	32.8	32.5
Variety, 5-and-10, and to-a-dollar Stores -				
Chains .....	15	14	14	14
Stores (maximum) .	327	356	372	390
Chain sales .....	\$ 39,383,600	33,348,600	35,646,500	37,914,000
Total sales .....	\$ 44,212,200	37,256,000	40,041,000	42,409,000
%, chains to total	89.1	89.5	89.0	89.4
Filling Stations -				
Chains .....	28	30	27	27
Stations (maximum)	743	837	845	747
Chain sales .....	\$ 14,875,300	14,071,100	14,638,000	12,407,600
Total sales .....	\$ 66,449,300	48,278,000	48,037,000	48,987,000
%, chains to total	22.4	29.1	30.5	25.3
Men's and Boys' Clothing and Furnishings (includes custom tailors) -				
Chains .....	22	14	13	14
Stores (maximum) .	191	135	151	163
Chain sales .....	\$ 9,866,800	5,405,200	5,961,600	6,615,100
Total sales .....	\$ 72,110,500	44,435,000	49,901,000	53,166,000
%, chains to total	13.7	12.2	11.9	12.4
Family Clothing Stores -				
Chains .....	13	12	12	12
Stores (maximum) .	58	63	70	69
Chain sales .....	\$ 4,746,600	6,722,000	7,407,700	7,829,000
Total sales .....	\$ 42,144,100	31,582,000	35,575,000	37,702,000
%, chains to total	11.3	21.3	20.8	20.8
Women's Apparel and Accessories Stores -				
Chains .....	28	15	15	18
Stores (maximum) .	203	148	171	169
Chain sales .....	\$ 8,584,800	4,029,400	4,506,800	4,904,200
Total sales .....	\$ 69,806,000	44,699,000	47,474,000	47,565,000
%, chains to total	12.3	9.0	9.5	10.3

(1) See footnote on page 13.

CANADA -- RETAIL MERCHANDISE TRADE, 1935

Table 4. Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business (Cont'd.)

	1930	1933(1)	1934(1)	1935
Shoe Stores --				
Chains .....	17	22	22	24
Stores (maximum) ..	203	274	303	313
Chain sales .....	\$ 7,702,700	7,114,800	8,037,400	8,447,200
Total sales .....	\$35,908,000	25,989,000	27,002,000	27,431,000
%, chains to total	21.5	27.4	29.8	30.8
Lumber and Building Material Dealers --				
Chains .....	46	42	42	38
Yards (maximum) ..	1,035	883	877	828
Chain sales .....	\$18,597,500	9,505,700	10,570,800	11,197,000
Total sales .....	\$66,200,700	29,331,000	34,302,000	36,904,000
%, chains to total	28.1	32.4	30.8	30.3
Furniture Stores --				
Chains .....	8	9	8	8
Stores (maximum) ..	96	84	80	68
Chain sales .....	\$ 9,367,900	4,317,400	5,131,000	4,546,300
Total sales .....	\$41,016,500	23,073,000	26,765,000	29,229,000
%, chains to total	22.8	18.7	19.2	15.6
Restaurants, Cafeterias and Eating Places --				
Chains .....	21	17	15	13
Stores (maximum) ..	262	240	225	209
Chain sales .....	\$13,438,600	7,129,300	6,792,200	6,584,600
Total sales .....	\$75,977,100	41,667,000	44,087,000	45,825,000
%, chains to total	17.7	17.1	15.4	14.4
Drug Stores				
Chains .....	31	29	29	29
Stores (maximum) ..	292	301	306	311
Chain sales .....	\$13,971,300	11,001,300	11,594,000	12,164,100
Total sales .....	\$76,848,900	57,253,000	59,458,000	61,353,000
%, chains to total	18.2	19.2	19.5	19.8
Office, School and Store Supplies and Equipment Dealers --				
Chains .....	16	11	12	12
Stores (maximum) ..	173	144	139	141
Chain sales .....	\$11,134,200	5,332,100	6,613,300	7,482,500
Total sales .....	\$19,829,900	10,003,000	12,269,000	13,746,000
%, chains to total	56.1	53.3	53.9	54.4
Tobacco Stores and Stands --				
Chains .....	9	9	11	11
Stores (maximum) ..	215	234	238	241
Chain sales .....	\$ 7,800,700	5,446,200	5,652,500	5,736,700
Total sales .....	\$30,702,800	21,586,000	22,551,000	23,129,000
%, chains to total	25.4	25.2	25.1	24.8

(1) In some instances, figures for 1933 and 1934 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 5.--Comparison of Department Store Sales by Commodity Groups for 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments ..	254,001,000	258,653,000	+ 1.8
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc)	57,314,000	58,704,000	+ 2.4
Automotive supplies (including tires, batteries, automotive parts) .....	1,322,000	1,297,000	- 1.9
Cafeterias and restaurants (including fountain and lunch rooms) .....	4,328,000	4,443,000	+ 2.7
Clothing and furnishings, men's and boys' (including hats and caps) .....	30,703,000	31,797,000	+ 3.6
Drugs and toilet articles and preparations (including cameras and photographic supplies)	7,536,000	7,390,000	- 1.9
Dry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	25,685,000	25,677,000	(1)
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	2,130,000	2,075,000	- 2.6
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) .	28,907,000	28,296,000	- 2.1
Furniture (including mattresses, springs) ....	11,827,000	12,150,000	+ 2.7
Hardware and kitchen utensils (including paints, wallpaper) .....	8,524,000	8,590,000	+ 0.8
Home furnishings - draperies, curtains, bedding (including bed linen, blankets), table linen, china, glassware, pictures, window shades, floor coverings .....	20,502,000	21,768,000	+ 6.2
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps) .....	5,341,000	5,913,000	+ 10.7
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	5,166,000	4,993,000	- 3.3
Leather goods and travelling goods (including purses and hand-bags) .....	2,742,000	2,794,000	+ 1.9

(1) Less than .1 per cent change.



CANADA - RETAIL MERCHANDISE TRADE, 1935

Table 5.—Comparison of Department Store Sales by Commodity Groups for 1934 and 1935 (Cont'd.) -

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Millinery .....	3,771,000	3,712,000	- 1.6
Radios, musical instruments, and supplies ....	3,459,000	3,935,000	+ 13.8
Shoes and other footwear (men's, women's and children's) .....	20,147,000	19,768,000	- 1.9
Sporting goods (including bicycles, toys, games) .....	4,479,000	4,657,000	+ 4.0
Stationery, books and magazines .....	4,032,000	4,161,000	+ 3.2
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, in- terior decorating) .....	2,804,000	2,808,000	+ 0.1
Miscellaneous merchandise .....	3,282,000	3,725,000	+ 13.5









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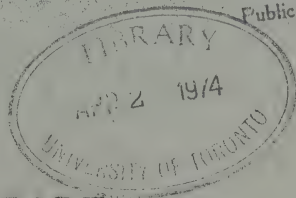
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**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

Government  
Publications



**RETAIL MERCHANDISE TRADE**

**IN**

**CANADA**

**1936**



**OTTAWA**

**1937**

Price 25 cents





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DOMINION BUREAU OF STATISTICS - CANADA

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Internal Trade Branch  
Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Canada, 1936

The gradual but steady upward movement which has characterized the trend in consumer purchasing in Canada since the spring of 1933 was continued throughout 1936 when the dollar value of retail trade reached a total of \$2,202,202,000, exceeding by 7.2 per cent the amount recorded for 1935, according to final calculations based on returns secured for the annual Census of Merchandising Establishments. This compares with \$2,755,569,900 for 1930, the first year for which data are available. The three years following 1930 witnessed successive percentage declines of 15.8 per cent in 1931, 17.2 per cent in 1932 and 7.1 per cent in 1933, sales for the latter year totalling \$1,785,768,000 or 35.2 per cent below the 1930 figure. An improvement of 9.7 per cent over the mid-depression year was recorded in 1934 and was followed by a further gain of 4.8 per cent in 1935. The more substantial improvement of 7.2 per cent in 1936 as compared with that in the preceding year may be attributed partly to an exceptionally good Christmas trade, partly to a more rapid rise in retail prices and partly to an extension of the trade revival to lines of business which had been slower in responding to the upward movement. A direct comparison between 1936 and 1933 indicates an improvement of 23.3 per cent although dollar sales were still about 20 per cent below the 1930 level.

The Bureau's retail price index advanced but 0.5 per cent between 1934 and 1935 while in the following year an increase of 2.3 per cent was recorded. While these price indexes are not so constructed as to make an exact comparison between dollar sales and retail prices possible, they do give some indication of the extent to which the sales figures are influenced by variations in price levels.

Trends for Economic Divisions and Provinces

Improvement in general retail trade conditions as indicated by inter-year comparisons for 1935 and 1936 extended to all sections of the country. British Columbia, which reported the best improvement in 1935 relative to 1934, recorded a further gain of 10.3 per cent in 1936. Ontario sales were up by 6.4 per cent while increases for the other three economic divisions were fairly uniform at 8.2 per cent for the Maritime Provinces, 7.3 per cent for Quebec and 7.1 per cent for the Prairie Provinces. Within the Maritime Provinces group, Prince Edward Island reported the best improvement, major gains for country general stores and automotive establishments largely accounting for an increase of 14.6 per cent in the retail trade of the province as a whole. New Brunswick came next with a gain of 8.6 per cent followed by Nova Scotia with 7.2 per cent. Saskatchewan reported the greatest increase in the Prairie Provinces group, an increase of 9.2 per cent over 1935 being recorded. Manitoba came next with an increase of 6.9 per cent while Alberta sales were up by 5.5 per cent.

### Trends by Kinds of Business

A significant feature of the results of the 1936 survey is the greater uniformity in the degree to which all lines of trade shared in the general improvement. Although motor vehicle dealers again reported a greater increase in 1936 over the preceding year than did any other line of business, this expansion in the automotive trade was a factor of lesser importance in raising the general level of retail trade in 1936 than in previous years. Aggregate business of motor vehicle dealers, including receipts from repair and service operations in addition to those from the sale of gas, oil, accessories, tires and batteries as well as new and used motor vehicles, averaged 16.1 per cent greater in 1936 than in 1935. Inter-year comparisons for the two preceding periods showed a gain of 20.7 per cent for 1935 and 37.9 per cent for 1934. The subsidiary business of motor dealers tends to fluctuate to a much smaller degree during different phases of the business cycle than does the sale of new motor vehicles. During the early depression years receipts from the sale of new vehicles fell off to a much greater extent than did receipts from these subsidiary activities. New vehicle receipts have also increased at a greater rate during the past few years of recovery. During the period 1935-1936 the percentage increases for the two divisions were about equal, another series of reports showing that 115,759 new motor vehicles sold for \$120,049,297 in Canada last year, these figures revealing increases of 14.1 per cent in number of units and 18.0 per cent in value of sales as compared with the 16.1 per cent increase for the business of motor vehicle dealers as a whole.

The lumber and building materials group and the furniture and household group of stores also reported substantial increases in dollar sales. Hardware store sales were up 7.9 per cent while retail dealers in lumber and building materials reported a gain of 14.6 per cent. Radio and music store sales were up 11.8 per cent; furniture stores, 10.3 per cent, and household appliance stores, 7.8 per cent.

Department store sales increased 5.7 per cent while stores dealing in a general line of merchandise - located in small towns and rural areas and classified as "Country General Stores" - reported 6.0 per cent more business than in 1935. Variety store sales advanced 9.1 per cent bringing the total value of sales for this type of store 4.7 per cent above the amount recorded for the year 1930.

The apparel group of stores did 5.7 per cent more business than in 1935, individual lines of business within the group showing increases of 7.0 per cent for men's clothing stores, 6.6 per cent for family clothing stores, 4.4 per cent for stores specializing in women's apparel and 4.2 per cent for shoe stores.

More stable conditions obtaining in the retail food trade during the 1930's compared with those lines of business dealing in luxury or more durable lines of merchandise is reflected again in the more moderate advance in sales for stores specializing in the distribution of food products. The increase for grocery and combination stores combined was comparatively uniform for all provinces and averaged 4.2 per cent for the Dominion as a whole. Meat market sales advanced 3.2 per cent, the effect of the increase in meat prices being partially offset by the transfer of business from meat markets to stores of the combination type. Sales for the food group as a whole were up 4.3 per cent.

Increases for stores in the miscellaneous group include a gain of 13.9 per cent for office, school and store supplies and equipment dealers, 8.9 per cent for jewellery stores, 5.9 per cent for tobacco stores, 4.8 per cent for coal and wood yards and 4.4 per cent for drug stores.



### Chain Stores and Sales

The year 1936 witnessed a very slight expansion in the importance of the position held by the corporate chain as compared with the preceding year. In 1935 there were 445 chain companies with 8,022 unit stores whose sales amounted to \$364,129,800 or 17.7 per cent of the total retail trade. In 1936 the number of chains increased to 457 and these operated a total of 8,124 stores with \$394,935,000 sales, this amount forming 17.9 per cent of the annual business for that year. Ratios of chain store to total sales for earlier years are 17.7 per cent for 1934, 18.4 per cent for 1933, 18.8 per cent for 1932, 18.7 per cent for 1931 and 17.7 per cent for 1930.

Comparison of chain ratios by provinces for 1935 and 1936 show mixed trends. Ratios of chain sales to total sales in the various provinces for 1936 with figures for 1935 in brackets are as follows: Prince Edward Island, 4.4 p.c. (4.6 p.c.); Nova Scotia, 17.2 p.c. (16.8 p.c.); New Brunswick, 16.1 p.c. (14.7 p.c.); Quebec, 16.0 p.c. (15.7 p.c.); Ontario, 19.9 p.c. (20.0 p.c.); Manitoba, 11.2 p.c. (11.2 p.c.); Saskatchewan, 18.4 p.c. (19.1 p.c.); British Columbia, 19.8 p.c. (19.8 p.c.). The chain store category as used in the Census of Merchandising includes the various provincial government liquor stores. A change in the method of reporting by the Alberta Liquor Board, to include beer sales at wholesale prices to licensees with liquor store sales, prevents a legitimate comparison of chain ratios in this province. In 1935 the ratio was 15.2 per cent; in 1936 the ratio was 17.7 per cent; but part of the increase must be attributed to the factor already mentioned.

Chains in the grocery and combination store field numbered 75 in 1936 and these operated 2,172 stores whose total sales were \$107,345,900 or 33.0 per cent of the business done by all grocery and combination stores. Chains secured 32.5 per cent of the total business in this field in 1935 through 2,151 outlets belonging to 73 different companies. In the main, only minor changes were recorded in the proportion of total business secured by chains in each of the lines of trade in which the corporate chain is an important factor.

The chain store classification includes all groups of four stores or over (excluding only department stores) under the same ownership or management and carrying on the same or similar kinds of business. For the Census of Merchandising, all department stores are considered as independent establishments. Ownership groups of department stores, irrespective of the number of individual units operated, are considered as independents rather than as chains.

### Trend in Department Store Sales by Departments

In addition to reporting aggregate dollar sales on an annual basis, the various department stores also reported comparative sales data for 1935 and 1936 for broad commodity groups. Some interest attaches to a comparison of year-to-year ratios of sales for these groups with corresponding results for specialty stores. Specialty stores in the clothing group reported somewhat better increases in 1936 over 1935 than those recorded by clothing departments of department stores. Grocery and combination store sales increased by 4.2 per cent in the same period while sales of food departments of department stores remained practically unchanged. On the other hand, the furniture, household appliances, and radio and musical instrument departments of department stores had better increases than those reported by specialty stores specializing in corresponding lines of merchandise. It must be remembered, however, that specialty stores, in addition to carrying specialty lines, also deal in a number of subsidiary lines of merchandise for which there is a more uniform market and sales of which tend to reduce the fluctuations in aggregate sales from year to year for specialty stores as a whole. Comparison of the two series for some groups is shown below while a comparison of department store sales by departments is given in Table 5.



Percentage change in sales between 1935 and 1936 for specialty stores and for corresponding departments of department stores:

	<u>Percentage Increase, 1935 - 1936</u>	
	<u>Specialty</u>	<u>Department</u>
	<u>Stores</u>	<u>Stores</u>
	<u>%</u>	<u>%</u>
Men's and boys' clothing .....	7.0	5.4
Women's apparel .....	4.4	4.0
Shoes and other footwear .....	4.2	3.0
Food products .....	4.2	0.4
Furniture .....	10.3	16.7
Household appliances .....	7.8	22.9
Radios and musical instruments ...	11.8	17.2

Comparison of Indexes of Retail Sales and Cost of Living Indexes

Reference to the effect of price changes upon variations in the value of retail trade was made at the beginning of this introduction. A more detailed comparison between the trends in sales and retail prices is made below. The total value of retail trade for each year from 1930 to 1936, together with indexes of sales (1930 = 100), are as follows:

<u>Year</u>	<u>Total Sales</u>	<u>Index of Sales</u>
	<u>\$</u>	<u>(1930 = 100)</u>
1930 .....	2,755,569,900	100.0
1931 .....	2,320,963,000	84.2
1932 .....	1,922,066,000	69.8
1933 .....	1,785,768,000	64.8
1934 .....	1,958,754,000	71.1
1935 .....	2,053,699,000	74.5
1936 .....	2,202,202,000	79.9

Changes in the dollar value of retail trade as recorded from year to year are the resultant of two factors: (1) variations in the physical quantity of goods purchased and (2) changes in price levels. To what extent price changes are effective in determining the level of retail trade for any period cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. While cost of living indexes are not constructed in such a way as to warrant their use as a correction for price changes in the index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada  
(1930 = 100)

	Total Index	Food Index	Fuel Index	Rent Index	Clothing Index	Sundries Index	Retail Price Index (Foods, fuel, clothing, household requirements)
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 .....	82.0	65.2	95.5	89.4	77.0	95.2	75.1
1933 .....	78.1	64.6	91.6	80.4	71.5	93.2	72.5
1934 .....	79.2	70.4	91.6	75.6	74.2	92.7	76.2
1935 .....	79.7	71.4	90.7	76.8	74.4	92.8	76.6
1936 .....	81.3	74.4	90.5	79.0	75.1	92.7	78.4

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1936 with the Retail Price Indexes shown in the last column of the above table, it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole weighting system used in computing the Bureau's Indexes of Retail Prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising. The lack of a series of price indexes comparable to retail sales by kinds of business precludes any accurate correction of dollar value of retail sales for price changes. Nevertheless, the general trends in the indexes for both dollar value of sales and for retail prices indicates that during the period 1930 to 1933 the physical volume of goods distributed did not decline to anything like the extent indicated by the decrease in the value of sales. Great differences in variations in physical volume, as in value of sales, may be found for different groups of commodities.

Description of Method Used in Constructing Indexes of Retail Sales

Figures for the basic year 1930 as shown in this report were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from more than 27,000 retail stores and it is estimated that these transacted approximately two-thirds of the total retail trade of the country in 1936. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of

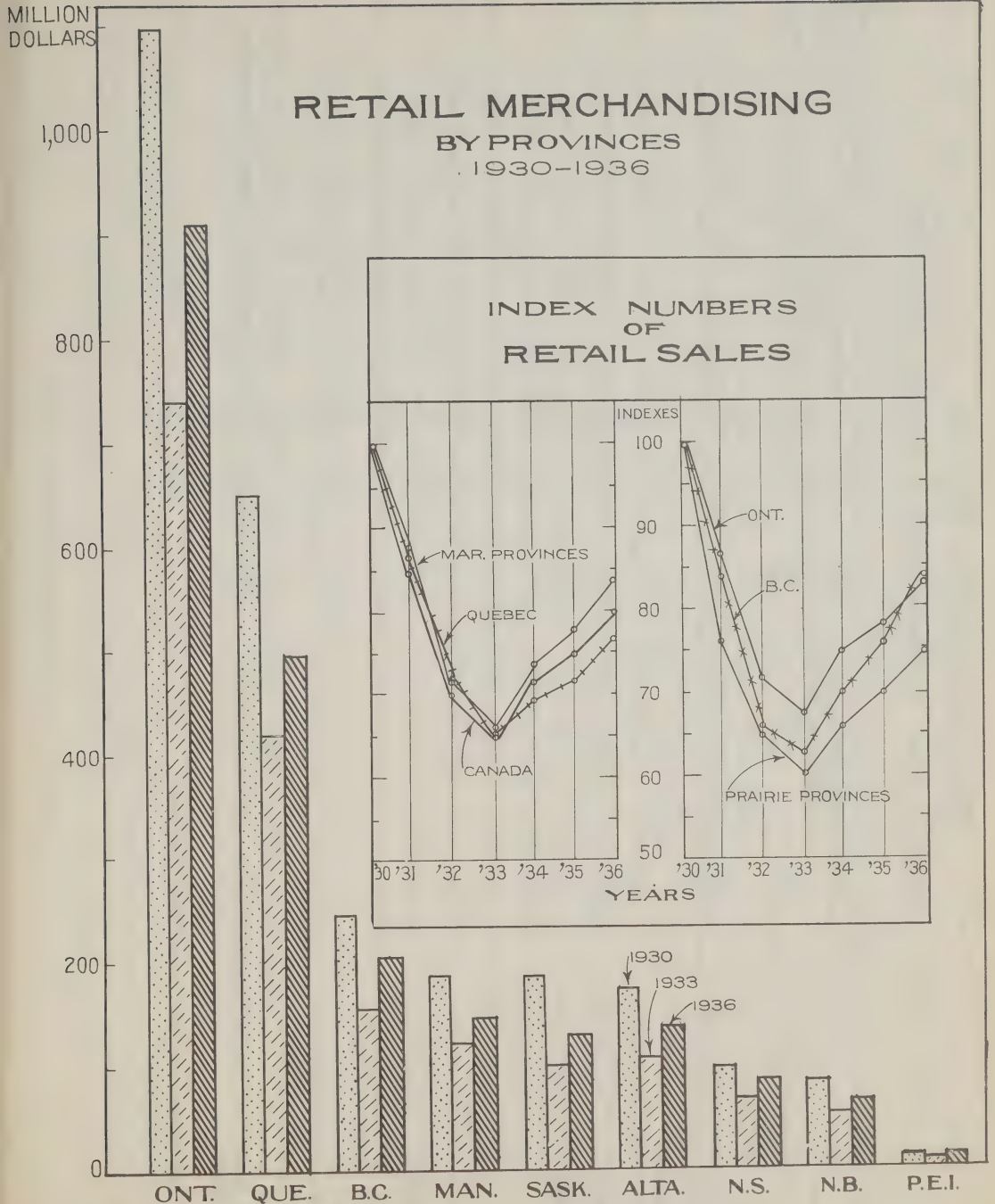
the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1936 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. On the other hand, there is evidence to show that the total number of gasoline filling stations has increased during the period under review. For this reason the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

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# CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1936

Province	Total Net Sales (Estimated) (1)			Indexes of Retail Sales (1930 = 100)							% of Change, 1936/1935	
	1930 \$	1933 \$	1935 \$	1936 \$	1930	1931	1932	1933	1934	1935		1936
CANADA, Total (2).	2,755,569,900	1,785,768,000	2,053,699,000	2,202,202,000	100.0	84.2	69.8	64.8	71.1	74.5	79.9	+ 7.2
Prince Edward Island ...	13,773,700	8,905,000	9,901,000	11,351,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	+14.6
Nova Scotia.	99,519,900	68,839,000	81,257,000	87,099,000	100.0	90.3	75.1	69.2	77.2	81.6	87.5	+ 7.2
New Brunswick	84,371,900	52,375,000	61,681,000	66,965,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	+ 8.6
Quebec .....	651,138,500	422,297,000	464,109,000	498,143,000	100.0	86.4	71.5	64.9	69.0	71.3	76.5	+ 7.3
Ontario ....	1,099,990,200	741,630,000	858,162,000	913,223,000	100.0	86.6	71.8	67.4	74.9	78.0	83.0	+ 6.4
Manitoba ...	189,243,900	122,045,000	138,947,000	148,541,000	100.0	81.3	69.6	64.5	69.4	73.4	78.5	+ 6.9
Saskatchewan	189,181,100	103,091,000	119,586,000	130,621,000	100.0	70.8	59.2	54.5	59.4	63.2	69.0	+ 9.2
Alberta ....	176,537,100	109,074,000	129,435,000	136,522,000	100.0	76.1	65.6	61.8	69.0	73.3	77.3	+ 5.5
British Columbia ..	248,597,500	155,747,000	188,424,000	207,768,000	100.0	83.7	65.9	62.6	69.6	75.8	83.6	+10.3

(1) In a number of instances figures for years subsequent to 1930 have been revised from those shown in previous reports.

(2) Includes Yukon and Northwest Territories.

CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)						% of Change, 1936/1935
	Number of Stores	Total Net Sales	1935	1936	1930	1932	1933	1934	1935		
Total, All Stores .	125,003	2,755,569,900	2,053,699,000	2,202,202,000	100.0	69.8	64.8	71.1	74.5	79.9	+ 7.2
Food Group .....	44,665	615,476,100	464,961,000	485,001,000	100.0	74.9	70.2	73.5	75.5	78.8	+ 4.3
Bakery product stores (manufacturing bakeries not included) .....	1,213	11,027,600	8,883,000	9,219,000	100.0	72.6	70.1	75.7	80.6	83.6	+ 3.8
Candy and confectionery stores .....	8,981	54,176,100	35,202,000	36,727,000	100.0	67.7	60.9	62.5	65.0	67.8	+ 4.3
Dairy product dealers (other than manufactur- ing dairies) .....	3,483	37,173,900	31,027,000	32,915,000	100.0	76.2	71.2	77.0	83.5	88.5	+ 6.1
Fruit and vegetable stores .....	1,515	16,293,400	13,360,000	14,348,000	100.0	81.9	76.1	80.3	82.0	88.1	+ 7.4
Grocery and combination stores .....	23,328	405,403,400	312,197,000	325,261,000	100.0	77.9	73.3	75.8	77.0	80.2	+ 4.2
Meat markets (including sea foods) .....	5,379	83,026,200	58,712,000	60,579,000	100.0	64.6	60.3	66.9	70.7	73.0	+ 3.2
Other food stores .....	766	8,375,500	5,580,000	5,952,000	100.0	65.4	60.2	62.5	66.6	71.1	+ 6.7
Country General Stores .....	11,915	228,803,800	172,456,000	182,734,000	100.0	69.3	66.1	73.1	75.4	79.9	+ 6.0
General Merchandise Group .....	2,974	451,542,500	339,860,000	360,829,000	100.0	73.2	69.4	73.5	75.3	79.9	+ 6.2
Department stores .....	148	355,258,600	258,653,000	273,358,000	100.0	71.4	68.1	71.5	72.8	76.9	+ 5.7
Dry goods stores .....	1,899	31,705,600	23,365,000	24,624,000	100.0	72.5	66.2	72.6	73.7	77.7	+ 5.4
General merchandise stores .....	414	20,366,100	15,433,000	16,566,000	100.0	69.1	64.9	72.3	75.8	81.3	+ 7.3
Variety stores .....	513	44,212,200	42,409,000	46,281,000	100.0	89.6	84.3	90.6	95.9	104.7	+ 9.1
Automotive Group ..	13,194	381,959,300	324,319,000	362,659,000	100.0	63.4	59.6	74.7	84.9	94.9	+11.8
Motor vehicle dealers ..	2,736	253,607,900	216,309,000	251,211,000	100.0	53.8	51.2	70.6	85.3	99.1	+16.1
Accessories, tires and batteries .....	532	10,955,800	6,975,000	8,062,000	100.0	70.6	65.7	64.5	63.7	73.6	+15.6
Filling stations(2) ....	5,503	66,449,300	66,869,000	67,141,000	100.0	93.0	87.9	98.3	100.6	101.0	+ 0.4

(1) and (2): See footnotes on page 11.



CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930 Number of Stores	Total Net Sales \$	Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)					% of Change, 1936/1935
			1935	1936	1930	1932	1933	1934	1935	
Automotive Group (Cont'd.) -				\$						
Garages .....	4,140	47,559,800	31,784,000	33,700,000	100.0	71.9	63.6	66.5	66.8	+ 6.0
Other automotive establishments (including motorcycles, bicycles and supplies) .....	283	3,386,500	2,382,000	2,545,000	100.0	69.6	56.1	63.2	70.3	+ 6.8
Apparel Group ...	10,474	219,968,600	165,864,000	175,573,000	100.0	70.7	66.7	72.7	75.4	+ 5.7
Men's and boys' clothing and furnishings (includes custom tailors) .....	3,969	72,110,500	53,166,000	56,897,000	100.0	64.9	61.6	69.2	73.7	+ 7.0
Family clothing stores	1,149	42,144,100	37,702,000	40,208,000	100.0	75.5	74.9	84.4	89.5	+ 6.6
Women's apparel and accessories stores ..	3,715	69,806,000	47,565,000	49,676,000	100.0	70.8	64.0	68.0	68.1	+ 4.4
Shoe stores .....	1,641	35,908,000	27,431,000	28,592,000	100.0	76.4	72.4	75.2	76.4	+ 4.2
Building										
Materials Group.	6,035	162,237,100	100,567,000	112,003,000	100.0	59.3	51.3	58.5	62.0	+11.4
Hardware stores .....	3,001	70,891,700	50,043,000	53,972,000	100.0	66.8	60.3	67.6	70.6	+ 7.9
Lumber and building material dealers .....	1,825	66,200,700	36,904,000	42,306,000	100.0	52.6	44.3	51.8	55.7	+14.6
Other building materials (including roofing materials) .....	183	9,596,800	4,495,000	5,518,000	100.0	50.8	35.6	42.2	46.8	+22.8
Electrical shops (without radio) ....										
Heating and plumbing shops .....	1,026	15,547,900	9,125,000	10,207,000	100.0	59.3	49.9	55.7	58.7	+11.9
Paint and glass stores)										

(1) See footnote on page 11.

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) —

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)						% of Change, 1936/1935
	Number of Stores	Total Net Sales \$	1935 \$	1936 \$	1930	1932	1933	1934	1935		
Furniture and House- hold Group .....	3,188	101,665,900	65,071,000	72,023,000	100.0	57.9	49.9	57.9	64.0	70.8	+10.7
Furniture stores .....	1,101	41,016,500	29,229,000	32,231,000	100.0	63.2	56.3	65.3	71.3	78.6	+10.3
Household appliance stores.	590	17,798,200	12,454,000	13,424,000	100.0	61.1	51.7	60.4	70.0	75.4	+ 7.8
Other home furnishings (in- cluding floor coverings, curtains, etc.) .....	559	8,957,000	5,872,000	6,779,000	100.0	57.6	55.9	64.7	65.6	75.7	+15.4
Radio and music stores .....	938	33,894,200	17,516,000	19,589,000	100.0	49.9	39.7	45.8	51.7	57.8	+11.8
Restaurants, Cafeterias and Eating Places .....	5,609	75,977,100	45,825,000	48,762,000	100.0	62.7	54.8	58.0	60.3	64.2	+ 6.4
Other Retail Stores ..	26,949	517,939,500	374,776,000	402,818,000	100.0	71.7	65.5	70.4	72.4	77.8	+ 7.5
Farmers' supply stores .....	2,951	45,760,600	35,309,000	38,282,000	100.0	66.5	63.7	74.8	77.2	83.7	+ 8.4
Book stores .....	358	8,837,500	5,898,000	6,283,000	100.0	68.7	61.2	63.6	66.7	71.1	+ 6.5
Coal and wood yards .....	2,071	86,046,800	72,486,000	75,959,000	100.0	82.1	81.8	83.3	84.2	88.3	+ 4.8
Drug stores .....	3,559	76,848,900	61,353,000	64,055,000	100.0	83.3	74.5	77.4	79.8	83.4	+ 4.4
Florists .....	689	9,264,700	6,097,000	6,448,000	100.0	69.1	60.1	63.7	65.8	69.6	+ 5.6
Jewellery stores .....	1,532	26,662,600	18,238,000	19,866,000	100.0	61.5	56.4	63.1	68.4	74.5	+ 8.9
Office, school and store supplies and equipment dealers .....	395	19,829,900	13,746,000	15,656,000	100.0	57.8	50.4	61.9	69.3	79.0	+13.9
Tobacco stores and stands ..	2,420	30,702,800	23,129,000	24,501,000	100.0	77.8	70.3	73.4	75.3	79.8	+ 5.9
Government liquor stores(3)	651	100,694,600	56,830,000	65,908,000	100.0	66.6	54.5	55.8	56.4	65.5	+16.0
Unclassified kinds of business .....	12,823	113,231,100	81,690,000	85,860,000	100.0	66.1	61.7	70.3	72.1	75.8	+ 5.1

(1) In a number of instances, figures for years subsequent to 1930 have been revised from those shown in previous reports.

(2) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(3) Due to a change in method of reporting, an exact comparison between 1936 and earlier years is not valid.

Note: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.



CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 3.--Comparison of Chain Store Sales and Total Sales, by Provinces

	1930	1933(2)	1935(2)	1936
CANADA, Total(1) --				
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,053,699,000	\$2,202,202,000
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 364,129,800	\$ 394,935,000
%, chains to total	17.7	18.4	17.7	17.9
Prince Edward Island --				
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 9,901,000	\$ 11,351,000
Chain sales .....	\$ 678,700	\$ 350,900	\$ 460,200	\$ 500,300
%, chains to total	4.9	3.9	4.6	4.4
Nova Scotia --				
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 81,257,000	\$ 87,099,000
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 13,623,300	\$ 14,953,100
%, chains to total	12.2	17.0	16.8	17.2
New Brunswick --				
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 61,681,000	\$ 66,965,000
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 9,055,900	\$ 10,791,100
%, chains to total	14.2	14.5	14.7	16.1
Quebec --				
Total sales .....	\$ 651,138,500	\$ 422,297,000	\$ 464,109,000	\$ 498,143,000
Chain sales .....	\$ 117,100,400	\$ 73,398,300	\$ 72,810,300	\$ 79,895,000
%, chains to total	18.0	17.4	15.7	16.0
Ontario --				
Total sales .....	\$1,099,990,200	\$ 741,630,000	\$ 858,162,000	\$ 913,223,000
Chain sales .....	\$ 214,391,300	\$ 150,908,000	\$ 171,540,000	\$ 181,786,000
%, chains to total	19.5	20.3	20.0	19.9
Manitoba --				
Total sales .....	\$ 189,243,900	\$ 122,045,000	\$ 138,947,000	\$ 148,541,000
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 15,630,600	\$ 16,677,300
%, chains to total	11.7	11.2	11.2	11.2
Saskatchewan --				
Total sales .....	\$ 189,181,100	\$ 103,091,000	\$ 119,586,000	\$ 130,621,000
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 22,788,800	\$ 23,986,900
%, chains to total	18.0	20.1	19.1	18.4
Alberta --				
Total sales .....	\$ 176,537,100	\$ 109,074,000	\$ 129,435,000	\$ 136,522,000
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 19,656,400	\$ 24,189,500
%, chains to total	14.1	15.8	15.2	17.7
British Columbia --				
Total sales .....	\$ 248,597,500	\$ 155,747,000	\$ 188,424,000	\$ 207,768,000
Chain sales .....	\$ 47,875,300	\$ 32,405,600	\$ 37,218,800	\$ 41,068,500
%, chains to total	19.3	20.8	19.8	19.8

(1) Includes Yukon and Northwest Territories.

(2) In some instances, figures for years subsequent to 1930 have been revised.



CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 4. - Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933(1)	1935(1)	1936
<b>ALL STORES, TOTAL -</b>				
Chains .....	518	461	445	457
Stores (maximum) ..	8,504	8,230	8,022	8,124
Stores (average) ..	8,097	7,900	7,666	7,588
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 364,129,800	\$ 394,935,000
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,053,699,000	\$2,202,202,000
%, chains to total	17.7	18.4	17.7	17.9
<b>Grocery and Combination Stores -</b>				
Chains .....	66	75	73	75
Stores (maximum) ..	2,127	2,221	2,151	2,172
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 101,418,400	\$ 107,345,900
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 312,197,000	\$ 325,261,000
%, chains to total	29.5	33.3	32.5	33.0
<b>Variety, 5-and-10, and to-a-dollar Stores -</b>				
Chains .....	15	14	14	14
Stores (maximum) ..	327	356	390	414
Chain sales .....	\$ 39,383,600	\$ 33,348,600	\$ 37,914,000	\$ 41,422,100
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 42,409,000	\$ 46,281,000
%, chains to total	89.1	89.5	89.4	89.5
<b>Men's and Boys' Clothing and Furnishings (including custom tailors) -</b>				
Chains .....	22	14	14	16
Stores (maximum) ..	191	135	163	179
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 6,515,100	\$ 6,939,200
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 53,166,000	\$ 56,897,000
%, chains to total	13.7	12.2	12.4	12.2
<b>Family Clothing Stores -</b>				
Chains .....	13	12	12	14
Stores (maximum) ..	58	63	69	79
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 7,829,000	\$ 8,790,400
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 37,702,000	\$ 40,208,000
%, chains to total	11.3	21.3	20.8	21.9
<b>Women's Apparel and Accessories Stores -</b>				
Chains .....	28	15	18	21
Stores (maximum) ..	203	148	169	190
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 4,904,200	\$ 5,512,200
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 47,565,000	\$ 49,676,000
%, chains to total	12.3	9.0	10.3	11.1
<b>Shoe Stores -</b>				
Chains .....	17	22	24	25
Stores (maximum) ..	203	274	313	334
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 8,447,200	\$ 9,331,600
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 27,431,000	\$ 28,592,000
%, chains to total	21.5	27.4	30.8	32.6

(1) See footnote on page 14.

CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business (Cont'd.) -

	1930	1933(1)	1935(1)	1936
Lumber and Building Material Dealers -				
Chains .....	46	42	38	37
Yards (maximum) ..	1,035	883	828	835
Chain sales .....	\$18,597,500	\$ 9,505,700	\$11,197,000	\$12,905,100
Total sales .....	\$66,200,700	\$29,331,000	\$36,904,000	\$42,306,000
%, chains to total	28.1	32.4	30.3	30.5
Furniture Stores -				
Chains .....	8	9	8	6
Stores (maximum) ..	96	84	68	63
Chain sales .....	\$ 9,367,900	\$ 4,317,400	\$ 4,546,300	\$ 4,130,200
Total sales .....	\$41,016,500	\$23,073,000	\$29,229,000	\$32,231,000
%, chains to total	22.8	18.7	15.6	12.8
Restaurants, Cafeterias and Eating Places -				
Chains .....	21	17	13	14
Stores (maximum) ..	262	240	209	209
Chain sales .....	\$13,438,600	\$ 7,129,300	\$ 6,584,600	\$ 6,945,700
Total sales .....	\$75,977,100	\$41,667,000	\$45,825,000	\$48,762,000
%, chains to total	17.7	17.1	14.4	14.3
Drug Stores -				
Chains .....	31	29	29	30
Stores (maximum) ..	292	301	311	320
Chain sales .....	\$13,971,300	\$11,001,300	\$12,164,100	\$12,871,600
Total sales .....	\$76,848,900	\$57,253,000	\$61,353,000	\$64,055,000
%, chains to total	18.2	19.2	19.8	20.1
Office, Store and School Supplies and Equipment Dealers -				
Chains .....	16	11	12	12
Stores (maximum) ..	173	144	141	146
Chain sales .....	\$11,134,200	\$ 5,332,100	\$ 7,482,500	\$ 8,707,200
Total sales .....	\$19,829,900	\$10,003,000	\$13,746,000	\$15,656,000
%, chains to total	56.1	53.3	54.4	55.6
Tobacco Stores and Stands -				
Chains .....	9	9	11	9
Stores (maximum) ..	215	234	241	222
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 5,736,700	\$ 5,833,100
Total sales .....	\$30,702,800	\$21,586,000	\$23,129,000	\$24,501,000
%, chains to total	25.4	25.2	24.8	23.8

(1) In some instances, figures for years subsequent to 1930 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 5.—Comparison of Department Store Sales by Commodity Groups  
for 1935 and 1936

Department	Sales (1) in 1935 \$	Sales in 1936 \$	% of Change
Total Sales, All Departments .....	258,653,000	273,358,000	+ 5.7
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.) .....	58,764,000	61,111,000	+ 4.0
Automotive supplies (including tires, batteries, automotive parts) .....	1,268,000	1,665,000	+31.3
Cafeterias and restaurants (including fountain and lunch rooms) .....	4,449,000	4,820,000	+ 8.3
Clothing and furnishings, men's and boys' (including hats and caps) .....	31,950,000	33,672,000	+ 5.4
Drugs and toilet articles and preparations (includ- ing cameras and photographic supplies) .....	7,452,000	7,961,000	+ 6.8
Dry goods and notions (including piece goods) .....	47,244,000	49,923,000	+ 5.7
Home furnishings (draperies, curtains, china, window shades, floor coverings) .....			
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.) .....	2,363,000	2,622,000	+11.0
Food and kindred products (groceries, meats, pro- visions, candies, fruits, vegetables) .....	27,851,000	27,962,000	+ 0.4
Furniture (including mattresses, springs) .....	12,291,000	14,344,000	+16.7
Hardware and kitchen utensils (including paints, wallpaper) .....	8,629,000	8,614,000	- 0.2
Household appliances and electrical supplies (wash- ing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.) .....	5,900,000	7,251,000	+22.9
Jewellery and optical goods (including clocks, silverware, plated ware) .....	4,991,000	5,325,000	+ 6.7
Leather goods and travelling goods (including purses and hand-bags) .....	2,768,000	2,859,000	+ 3.3
Millinery .....	3,729,000	3,812,000	+ 2.2

(1) See footnote on page 16.



CANADA - RETAIL MERCHANDISE TRADE, 1936

Table 5.--Comparison of Department Store Sales by Commodity Groups  
for 1935 and 1936 (Cont'd.) -

Department	Sales <sup>(1)</sup> in 1935 \$	Sales in 1936 \$	% of Change
Radios, musical instruments and supplies .....	3,933,000	4,611,000	+17.2
Shoes and other footwear (men's, women's and children's) .....	19,807,000	20,396,000	+ 3.0
Sporting goods (including bicycles, toys, games) ..	4,685,000	5,139,000	+ 9.7
Stationery, books and magazines .....	4,184,000	4,512,000	+ 7.8
Receipts from repair or service departments not included elsewhere (such as hairdressing, elec- trical contracting, fur storage, interior decorating) .....	2,776,000	3,231,000	+16.4
Miscellaneous merchandise .....	3,619,000	3,728,000	+ 3.0

(1) Figures for 1935 have been revised slightly from those published a year ago.





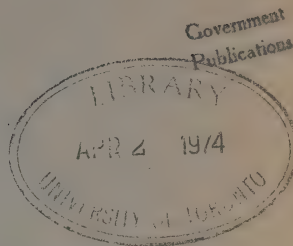


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Minister of Trade and Commerce.

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**



**RETAIL MERCHANDISE TRADE**

**IN**

**CANADA**

**CALENDAR YEAR**

**1937**



**OTTAWA**

**1938**

Price 25 cents

1872

*Journal of Management Education* 26(7) 809-824

[illegible]

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

THE UNIVERSITY OF CHICAGO

2025-10-10

4. 1. 1950

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Preliminary Estimate of Retail Trade in Canada, 1937.

Retail sales in Canada for 1937 are estimated at \$2,430,000,000 or slightly more than 10 per cent above the \$2,202,202,000 recorded for 1936, according to calculations made by the Internal Trade Branch of the Dominion Bureau of Statistics. Retail activity was at a higher level in 1937 than in any year since 1930, when the dollar volume of retail trade totalled \$2,755,569,900. The 10 per cent increase in 1937 compared with 1936 is a continuation of earlier year-to-year percentage increases of 7 per cent in 1936, 5 per cent in 1935 and 10 per cent in 1934, with the result that sales for 1937 stood at a level 36 per cent above the low point reached in 1933, but were still 12 per cent below the 1930 figure.

Changes in the dollar value of retail sales are the resultant of two factors: differences in the quantities of goods sold and variations in price levels. Thus the increase in dollar sales for 1937 over 1936 does not indicate a similar increase in the volume of goods sold.

The effect of the general recession in business activity was not reflected in retail trade until the latter months of the year. Although the marked gains in the earlier months were not continued to the end of the year, still in no month in 1937 did total retail sales fall below the amount recorded for the corresponding period in 1936.

All trade groups were up in 1937 over 1936. Increases in new motor vehicle sales of 27.5 per cent in number and 26.9 per cent in value contributed largely to a gain of 20 per cent in sales for the automotive group as a whole. The furniture and household group was up by 14 per cent and the gain for the building materials group was similar at 13 per cent. The food group, with a larger volume of sales than any other, was up by 9 per cent, while gains for other groups were as follows: apparel group, 8 per cent; country general stores, 7 per cent; general merchandise group, 7 per cent; other retail stores, 7 per cent; and the restaurant group, 3 per cent.

The sales figures shown for 1930 in this bulletin are taken from the results of the complete Census of Merchandising Establishments, which was taken in connection with the 1931 census. Figures for years 1933 to 1936 are taken from results of annual surveys of retail trade made by the Bureau. In determining the trend in sales between 1936 and 1937, use was made of the monthly indexes of retail sales computed by the Bureau and, in some instances, these were supplemented by a number of returns received for the annual survey for 1937.





PRELIMINARY ESTIMATE OF RETAIL TRADE IN CANADA, 1937,  
BY KIND-OF-BUSINESS GROUPS

Group	Amount			Indexes of Sales (1930=100)		Per cent increase, 1937/1936
	1930	Estimated		1936	1937	
	Actual	1936	1937			
	\$	\$	\$			
TOTAL, ALL STORES . . .	2,755,569,900	2,202,202,000	2,430,000,000	79.9	88.2	10
Food group . . . . .	615,476,100	485,001,000	529,000,000	78.8	85.9	9
Country general stores . . . . .	228,803,800	182,734,000	196,000,000	79.9	85.7	7
General merchandise group . . . . .	451,542,500	360,829,000	386,000,000	79.9	85.5	7
Automotive group . . . . .	381,959,300	362,659,000	439,000,000	94.9	114.9	21
Apparel group . . . . .	219,968,600	175,373,000	189,000,000	79.7	85.9	8
Building materials group . . . . .	162,237,100	112,003,000	127,000,000	69.0	78.3	13
Furniture and household group . . . . .	101,665,900	72,023,000	82,000,000	70.8	80.7	14
Restaurants, cafeterias and eating places . . . . .	75,977,100	48,762,000	50,000,000	64.2	65.8	3
Other retail stores . . . . .	517,939,500	402,818,000	432,000,000	77.8	83.4	7





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Minister of Trade and Commerce

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

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Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A. F.S.S.
Statistician:	A. C. Steedman, B.A.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Canada, 1937

Notwithstanding a leveling off in the upward trend of consumer purchasing in the last half of the year, dollar value of retail sales in Canada gained 11 per cent in 1937 over 1936, reaching a total of almost two and one-half billions of dollars, and coming within 11 per cent of the 1930 level, according to final tabulations for the annual Census of Merchandising Establishments. Sales totalled \$2,453,715,000 in 1937 compared with \$2,208,142,000 in 1936 and \$1,785,768,000 in 1933. The 11 per cent increase in total retail sales in 1937 over 1936 is in excess of that recorded for any consecutive year comparison since 1933 and may be attributed partly to a more pronounced rise in retail prices, partly to a more general expansion in physical volume of goods purchased and, to a considerable extent, to a marked increase in the automotive trade. Direct comparison between 1937 and the low point reached in 1933 reveals an increase of 37 per cent. Sales were 6 per cent greater in 1937 than in 1931 but were still 11 per cent below the 1930 level.

Excepting only Saskatchewan where a 2 per cent decline was recorded, gains in dollar sales in 1937 over 1936 extended to all sections of the country. Sales in Prince Edward Island were up by 4 per cent; Manitoba gained 9 per cent and Alberta, 10 per cent while increases for the other provinces ranged from 11 to 15 per cent. Comparison of provincial indexes on the 1930 base shows that sales in Nova Scotia, New Brunswick, Ontario and British Columbia had returned in 1937 to within 10 per cent of the 1930 level. The index for 1937 stood highest in Nova Scotia at 99.8, Prince Edward Island, Quebec, Manitoba and Alberta had indexes for 1937 lying between 85 and 87 while sales in Saskatchewan still stood 24 per cent below 1930.

The marked advance which has characterized the trend in the automotive trade since 1933 was continued in 1937 when sales of \$332,742,000 by 3,265 motor vehicle dealers exceeded by 29 per cent the amount recorded for the preceding year. Motor vehicle dealer sales now stand 31 per cent higher than in 1930, when 2,736 establishments had \$253,607,900 sales. These figures relate to the aggregate business of the firms in question and include not only motor vehicle sales but also receipts from repair and service operations, sales of gas, oil, accessories, tires and batteries and any other activities conducted as subsidiary operations to the sale of new motor vehicles. Filling station sales gained 15 per cent, firms specializing in the sale of accessories, tires and batteries were up by 16 per cent, and garages gained 10 per cent with the result that the automotive group as a whole was up by 25 per cent compared with 1936.

The furniture and household group came second in point of view of increased sales. Furniture store sales at \$37,824,000 were 17 per cent greater than in 1936 and household appliance store sales at \$15,752,000 were up a similar percentage. These increases together with gains of 12 per cent for radio and music stores and 13 per cent for other home furnishings stores resulted in a net gain of 16 per cent for the group as a whole. Emphasis should be placed upon the fact that these figures relate to stores classified according to kind-of-business rather than to commodity sales. Radio and music stores handle electrical refrigerators, sales of which are included in the amount shown for the radio and music store classification. On the other hand, radios and musical instruments are also sold in other types of stores in addition to those specializing in these commodities.

Moderate improvement in the building trades is reflected in the sales of hardware stores and lumber and building material dealers which gained 11 per cent and 10 per cent respectively over the amounts recorded for 1936. Sales for the group were \$124,115,000 in 1937, up 11 per cent from the preceding year.

Striking similarity in percentage gain from 1936 is noted for most lines of retail trade dealing primarily in necessities and non-durable merchandise. Food stores, country general stores, general merchandise stores, restaurants, drug stores, and the apparel group of stores all recorded increases of from 6 to 7 per cent in 1937 over the preceding year.

Increases for the various individual kind-of-business classifications within the food group varied but slightly from the 7 per cent advance recorded for the group as a whole. Grocery and combination stores did \$347,752,000 worth of business in 1937, up 7 per cent from 1936 compared with an increase of 4 per cent in the preceding year. Meat market sales at \$64,865,000 were also up by 7 per cent.

In the "other retail stores" group gains ranged from 4 per cent for coal and wood yards to 19 per cent for office, school and store supplies and equipment dealers. Farmers' supply stores (selling feed, coal and fertilizer) were up by 18 per cent, government liquor stores increased their sales by 13 per cent and jewellery store sales advanced 11 per cent.

#### Department Store Sales by Departments

Specialty stores registered a greater percentage improvement in 1937 over 1936 than did the corresponding departments of department stores according to a special compilation for which the various departmental firms reported an analysis of their sales for the two years. Comparison of the two series for some groups is shown below while the complete breakdown of department store sales for the two years is given in Table 5:



<u>Kind of Business or Department</u>	<u>Percentage Increase, 1936-1937</u>	
	<u>Specialty</u>	<u>Department</u>
	<u>Stores</u> %	<u>Stores</u> %
Women's apparel .....	5.3	3.9
Men's & boys' clothing and furnishings .....	7.7	3.7
Drugs and toilet articles .....	7.3	4.9
Piece goods .....	8.1	2.2
Food and kindred products .....	7.1	2.9
Furniture .....	17.4	14.5
Household appliances .....	17.3	14.9
Hardware .....	10.7	9.0
Radios, musical instruments .....	12.1	0.3
Shoes .....	5.8	4.7
Stationery, books, magazines .....	12.0	6.4
Jewellery and optical goods .....	10.5	6.6

Aggregate sales of department stores gained 5.4 per cent in 1937 over the preceding year, the index for this kind of business for 1937 on the 1930 base standing at 81.1. The corresponding index for all lines of retail trade stood at 89.0, but when the automotive group is omitted from the totals the composite index is reduced to 84.0.

#### Chain Stores and Sales

There were 447 chain store companies in Canada in 1937 and these operated a total of 7,815 stores and had \$414,133,300 sales, an amount which formed 16.9 per cent of the total retail trade for the year. Comparable figures for 1936 show 457 chains with 8,124 stores and \$394,935,000 sales and a chain ratio of 17.9 per cent.

The chain store classification includes all groups of four stores or over (excluding only department stores which are all treated as independents) under the same ownership or management and carrying on the same or similar kinds of business. Voluntary or group buying chains are not included in the figures shown herein. Filling station chains include only those units under the direct management of the multiple organization. Leased stations are treated as independents.

The decline in ratio of chain to total sales from 17.9 per cent in 1936 to 16.9 per cent in 1937 may be attributed in whole to the transition of a large number of filling stations from company-operated to the leased-station type in the latter part of 1936, with the consequent removal of such units from the chain store category. Chain ratios for lines of business other than filling stations varied but little in 1937 from the preceding year. In the grocery and combination store field 75 chain companies with 2,125 stores and \$116,389,700 sales transacted 33.5 per cent of the total business in 1937. In 1936 the corresponding ratio was 33.0 per cent. Chains transact a similar proportion of the shoe store business, 25 companies with 355 stores doing a business of \$10,093,000 in 1937. In the lumber and building materials field there were 35 chain companies with 809 individual yards and these had sales amounting to \$13,221,100 in 1937, or 28.5 per cent of the total sales of all such establishments. Drug store chains numbered 31 and these operated 332 stores with \$14,163,300 sales, an amount which formed 20.6 per cent of the total sales of all drug stores.

Chain ratios by provinces range from 4.3 per cent in Prince Edward Island to 20.0 per cent in British Columbia. Provincial ratios for 1937 vary but slightly from those for 1936 excepting only in Ontario and Quebec where the change in method of operation of a considerable number of filling stations is reflected in a decline



in the ratio of chain to total sales.

Comparison of Indexes of Retail Sales  
and Cost of Living Indexes

A comparison of the movements in the dollar value of consumer purchases and retail prices has formed part of this annual survey of retail trade for some years. While the Bureau's Retail Price Index is not constructed in such a way as to warrant its use in deflating the dollar value of sales yet comparison of the two series does give some indication of the extent to which the dollar figures reflect price movements rather than changes in the physical volume of goods sold. Comparison of indexes of dollar value of retail sales and the Bureau's Retail Price Index. (Equated to the year 1930 = 100).

<u>Year</u>	<u>Total Sales</u>	<u>Index of Sales</u>	<u>Retail Price Index</u>
1930 .....	2,755,569,900	100.0	100.0
1931 .....	2,320,963,000	84.2	85.3
1932 .....	1,922,066,000	69.8	75.1
1933 .....	1,785,768,000	64.8	72.5
1934 .....	1,958,754,000	71.1	76.2
1935 .....	2,054,897,000	74.6	76.6
1936 .....	2,208,142,000	80.1	78.4
1937 .....	2,453,715,000	89.0	81.2

Comparison of the two sets of indexes clearly indicates that a large portion of the decline in dollar sales in the depression years was due to price movements. Part of the recovery since 1933 in dollar sales must also be attributed to price changes. A comparison of the indexes for 1936 and 1937 would suggest that a considerable portion of the increase in dollar volume in 1937 was due to an increase in the volume of goods purchased.

The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents  
and Costs of Services, Canada  
(1930=100)

<u>Year</u>	<u>TOTAL Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price In- dex (Foods, fuel, clothing, household requirements)</u>
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 .....	82.0	65.2	95.5	89.4	77.0	95.2	75.1
1933 .....	78.1	64.6	91.6	80.4	71.5	93.2	72.5
1934 .....	79.2	70.4	91.6	75.6	74.2	92.7	76.2
1935 .....	79.7	71.4	90.7	76.8	74.4	92.8	76.6
1936 .....	81.5	74.4	90.3	79.0	75.1	93.5	78.4
1937 .....	83.8	98.4	89.2	82.1	77.4	94.2	81.2

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1936 with the Retail Price Indexes shown in the last column of the above table, it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole weighting system used in computing the Bureau's Indexes of Retail Prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising.

#### Description of Method Used in Constructing Indexes of Retail Sales

Figures for the basic year 1930, as shown in this report, were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base, together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from more than 29,000 retail stores and it is estimated that these transacted approximately 70 per cent of the total retail trade of the country in 1937. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1937 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. On the other hand, there is evidence to show that the total number of gasoline filling stations has increased during the period under review. For this reason, the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

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MILLION  
DOLLARS

# RETAIL MERCHANDISING BY PROVINCES 1930-1937

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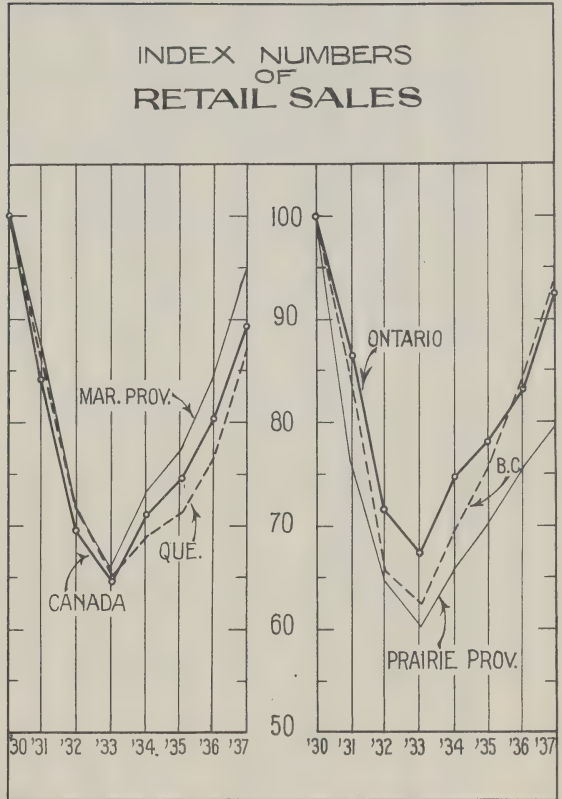
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1937

# CANADA - RETAIL MERCHANDISE TRADE, 1937

Table I.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1937

Province	Total Net Sales				Indexes of Retail Sales (1930 = 100)							% of Change, 1937/36
	(Estimated) (1)											
	1930 \$	1933 \$	1936 \$	1937 \$	1930	1932	1933	1934	1935	1936	1937	
CANADA, Total (2)	2,755,569,900	1,785,768,000	2,208,142,000	2,453,715,000	100.0	69.8	64.8	71.1	74.6	80.1	89.0	+11.1
Prince Edward Island . . .	13,773,700	8,905,000	11,351,000	11,748,000	100.0	67.4	64.7	70.3	71.9	82.4	85.3	+ 3.5
Nova Scotia.	99,519,900	68,839,000	88,249,000	99,336,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	+12.6
New Brunswick	84,371,900	52,375,000	66,965,000	76,656,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	+14.5
Quebec . . . . .	651,138,500	422,297,000	498,143,000	565,921,000	100.0	71.5	64.9	69.0	71.3	76.5	86.9	+13.6
Ontario . . . . .	1,099,990,200	741,630,000	913,223,000	1,022,068,000	100.0	71.8	67.4	74.9	78.0	83.0	92.9	+11.9
Manitoba . . .	189,243,900	122,045,000	148,541,000	161,253,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	+ 8.6
Saskatchewan	189,181,100	103,091,000	131,935,000	129,166,000	100.0	59.2	54.5	59.4	63.2	69.7	68.3	- 2.1
Alberta . . . .	176,537,100	109,074,000	138,853,000	152,408,000	100.0	65.6	61.8	69.0	74.0	78.7	86.3	+ 9.8
British Columbia . .	248,597,500	155,747,000	208,913,000	232,740,000	100.0	65.9	62.6	69.6	75.8	84.0	93.6	+11.4

(1) In a number of instances figures for years subsequent to 1930 have been revised from those shown in previous reports.

(2) Includes Yukon and Northwest Territories.

# CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 2. Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)					% of Change, 1937/36	
	Number of Stores	Total Net Sales	1936	1937	1930	1933	1934	1935	1936		1937
Total, All Stores	125,003	2,755,569,900	2,208,142,000	2,453,715,000	100.0	64.8	71.1	74.6	80.1	89.0	+11.1
Food Group	44,665	615,476,100	485,001,000	519,354,000	100.0	70.2	73.5	75.5	78.8	84.4	+7.1
Bakery product stores (manufacturing bakeries not included)	1,213	11,027,600	9,219,000	9,967,000	100.0	70.1	75.7	80.6	83.6	90.4	+8.1
Candy and confectionery stores	8,981	54,176,100	36,727,000	39,598,000	100.0	60.9	62.5	65.0	67.8	73.1	+7.8
Dairy product dealers (other than manufacturing dairies)	3,483	37,173,900	32,915,000	35,844,000	100.0	71.2	77.0	83.5	88.5	96.4	+8.9
Fruit and vegetable stores	1,515	16,283,400	14,348,000	14,983,000	100.0	76.1	80.3	82.0	88.1	92.0	+4.4
Grocery and combination stores	23,328	405,403,400	325,261,000	347,752,000	100.0	73.3	75.8	77.0	80.2	85.8	+6.9
Meat markets (including sea foods)	5,379	83,026,200	60,579,000	64,865,000	100.0	60.3	66.9	70.7	73.0	78.1	+7.1
Other food stores	766	8,375,500	5,952,000	6,345,000	100.0	60.2	62.5	66.6	71.1	75.8	+6.6
Country General Stores	11,915	228,803,800	182,734,000	194,480,000	100.0	66.1	73.1	75.4	79.9	85.0	+6.4
General Merchandise Group	2,974	451,542,500	360,829,000	384,571,000	100.0	69.4	73.5	75.3	79.9	85.2	+6.6
Department stores	148	355,258,600	273,358,000	288,096,000	100.0	68.1	71.5	72.8	76.9	81.1	+5.4
Dry goods stores	1,899	31,705,600	24,624,000	26,627,000	100.0	66.2	72.6	73.7	77.7	84.0	+8.1
General merchandise stores	414	20,366,100	16,566,000	18,243,000	100.0	64.9	72.3	75.8	81.3	89.7	+10.2
Variety stores	513	44,212,200	46,281,000	51,585,000	100.0	84.3	90.6	95.9	104.7	116.7	+11.5
Automotive Group	13,194	381,959,300	368,599,000	458,939,000	100.0	59.6	74.7	85.2	96.5	120.2	+24.5
Motor vehicle dealers	2,736	253,607,900	257,151,000	332,742,000	100.0	51.2	70.6	85.8	101.4	131.2	+29.4
Accessories, tires and batteries	532	10,955,800	8,062,000	9,332,000	100.0	65.7	64.5	63.7	73.6	85.2	+15.8
Filling stations(2)	5,503	66,449,300	67,141,000	77,132,000	100.0	87.9	98.3	100.6	101.0	116.1	+14.9

(1) and (2): See footnotes on Page 11.



CANADA - RETAIL MERCHANDISE TRADE, 1937.

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.) --

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)					% of Change, 1937/36
	Number of Stores	Total Net Sales \$	1936 \$	1937 \$	1930	1933	1934	1935	1937	
Automotive Group (Cont'd.) --										
Garages .....	4,140	47,559,800	33,700,000	36,908,000	100.0	63.6	66.5	66.8	77.6	+ 9.5
Other automotive establishments (including motorcycles, bicycles and supplies) .....	283	3,386,500	2,545,000	2,825,000	100.0	56.1	63.2	70.3	75.2	+11.0
	10,474	219,968,600	175,373,000	187,312,000	100.0	66.7	72.7	75.4	79.7	+ 6.8
Apparel Group .....										
Men's and boys' clothing and furnishings (Includes custom tailors) .....	3,969	72,110,500	56,897,000	61,289,000	100.0	61.6	69.2	73.7	78.9	+ 7.7
Family clothing stores .....	1,149	42,144,100	40,208,000	43,452,000	100.0	74.9	84.4	89.5	95.4	+ 8.1
Women's apparel and accessories stores .....	3,715	69,806,000	49,676,000	52,318,000	100.0	64.0	68.0	68.1	71.2	+ 5.3
Shoe stores .....	1,641	35,908,000	28,592,000	30,253,000	100.0	72.4	75.2	76.4	79.6	+ 5.8
Building Materials Group .....	6,035	162,237,100	112,003,000	124,115,000	100.0	51.3	58.5	62.0	69.0	+10.8
Hardware stores .....	3,001	70,691,700	53,972,000	59,741,000	100.0	60.3	67.6	70.6	76.1	+10.7
Lumber and building material dealers .....	1,825	66,200,700	42,306,000	46,399,000	100.0	44.3	51.8	55.7	63.9	+ 9.7
Other building materials (including roofing materials) .....	183	9,596,800	5,518,000	6,560,000	100.0	35.6	42.2	46.8	57.5	+15.3
Electrical shops (without radio) .....										
Heating and plumbing shops .....	1,026	15,547,900	10,207,000	11,615,000	100.0	49.9	55.7	58.7	65.6	+13.8
Paint and glass stores ..										

(1) See footnote on Page 11.

Table 2. Total Net Sales and Sales Indexes, by Kinds of Business-- (Cont'd.)

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(1)		Indexes of Retail Sales (1930 = 100)						% of Change, 1937/36
	Number of Stores	Total Net Sales \$	1936 \$	1937 \$	1930	1933	1934	1935	1936	1937	
Furniture and House- hold Group .....	3,188	101,665,900	72,023,000	83,187,000	100.0	49.9	57.9	64.0	70.8	81.8	+15.5
Furniture stores .....	1,101	41,016,500	32,231,000	37,824,000	100.0	56.3	65.3	71.3	78.6	92.2	+17.4
Household appliance stores.	590	17,798,200	13,424,000	15,752,000	100.0	51.7	60.4	70.0	75.4	88.5	+17.3
Other home furnishings (in- cluding floor coverings, curtains, etc.) .....	559	8,957,000	6,779,000	7,650,000	100.0	55.9	64.7	65.6	75.7	85.4	+12.8
Radio and music stores .....	938	33,894,200	19,589,000	21,961,000	100.0	39.7	45.8	51.7	57.8	64.8	+12.1
Restaurants, cafe- terias and Eating Places .....	5,609	75,977,100	48,762,000	51,940,000	100.0	54.8	58.0	60.3	64.2	68.4	+6.5
Other Retail Stores.	26,949	517,939,500	402,818,000	445,817,000	100.0	65.5	70.4	72.4	77.8	86.1	+10.7
Farmers' supply stores .....	2,951	45,760,600	38,282,000	45,520,000	100.0	63.7	74.8	77.2	83.7	99.0	+18.4
Book stores .....	358	8,837,500	6,283,000	7,035,000	100.0	61.2	63.6	66.7	71.1	79.6	+12.0
Coal and wood yards .....	2,071	86,046,800	75,959,000	78,840,000	100.0	81.8	83.3	84.2	88.3	91.6	+3.8
Drug stores .....	3,559	76,948,900	64,055,000	68,724,000	100.0	74.5	77.4	79.8	83.4	89.4	+7.3
Florists .....	689	9,264,700	6,448,000	7,114,000	100.0	60.1	63.7	65.8	69.6	76.8	+10.3
Jewellery stores .....	1,532	26,662,600	19,866,000	21,943,000	100.0	56.4	63.1	68.4	74.5	82.3	+10.5
Office, school and store supplies and equipment dealers .....	395	19,829,900	15,656,000	18,599,000	100.0	50.4	61.9	69.3	79.0	93.8	+18.8
Tobacco stores and stands ..	2,420	30,702,800	24,501,000	26,605,000	100.0	70.3	73.4	75.3	79.8	86.7	+8.6
Government liquor stores(3)	651	100,694,600	65,908,000	74,305,000	100.0	54.5	55.8	56.4	65.5	73.8	+12.7
Unclassified kinds of business .....	12,323	113,291,100	85,860,000	90,467,000	100.0	61.7	70.3	72.1	75.8	79.9	+5.4

(1) In a number of instances, figures for years subsequent to 1930 have been revised from those shown in previous

(1) In a number of instances, figures for years subsequent to 1930 have been revised from those shown in previous reports.

(2) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(3) Due to a change in method of reporting, an exact comparison between 1936 and 1937 and earlier years is not valid.

Note: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 3. Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces

	1930	1933 (2)	1936(2)	1937
CANADA, Total (1)				
Chains .....	518	461	457	447
Stores (maximum) ..	8,504	8,230	8,124	7,815
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 394,935,000	\$ 414,133,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,208,142,000	\$2,453,715,000
%, chains to total.	17.7	18.4	17.9	16.9
Prince Edward Island				
Chains .....	7	5	7	7
Stores (maximum) ..	12	8	7	7
Chain sales .....	678,700	350,900	500,300	507,700
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 11,351,000	\$ 11,748,000
%, chains to total.	4.9	3.9	4.4	4.3
Nova Scotia				
Chains .....	48	50	50	49
Stores (maximum) ..	227	283	301	295
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 14,953,100	\$ 17,384,900
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 88,249,000	\$ 99,336,000
%, chains to total.	12.2	17.0	16.9	17.5
New Brunswick				
Chains .....	42	41	46	44
Stores (maximum) ..	168	190	211	205
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 10,791,100	\$ 12,878,800
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 66,965,000	\$ 76,656,000
%, chains to total.	14.2	14.5	16.1	16.8
Quebec				
Chains .....	175	147	138	134
Stores (maximum) ..	1,698	1,668	1,628	1,481
Chain sales .....	\$ 117,100,400	\$ 73,398,300	\$ 79,895,000	\$ 83,442,500
Total sales .....	\$ 651,138,500	\$ 422,297,000	\$ 498,143,000	\$ 565,921,000
%, chains to total.	18.0	17.4	16.0	14.8
Ontario				
Chains .....	250	217	227	230
Stores (maximum) ..	3,276	3,210	3,277	3,180
Chain sales .....	\$ 214,391,300	\$ 150,908,000	\$ 181,786,000	\$ 184,973,100
Total sales .....	\$1,099,990,200	\$ 741,630,000	\$ 913,223,000	\$1,022,068,000
%, chains to total.	19.5	20.3	19.9	18.1
Manitoba				
Chains .....	91	73	66	63
Stores (maximum) ..	434	374	355	331
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 16,677,300	\$ 18,027,800
Total sales .....	\$ 189,243,900	\$ 122,045,000	\$ 148,541,000	\$ 161,253,000
%, chains to total.	11.7	11.2	11.2	11.2

(1) and (2): See footnotes on Page 13.



CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 3. Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces--(Cont'd.)

	1930	1933 <sup>(2)</sup>	1936 <sup>(2)</sup>	1937
Saskatchewan ---				
Chains .....	101	90	82	82
Stores (maximum) .	1,234	1,046	986	983
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 23,986,900	\$ 22,717,400
Total sales .....	\$ 189,181,100	\$ 103,091,000	\$ 131,935,000	\$ 129,166,000
%, chains to total	18.0	20.1	18.2	17.6
Alberta ---				
Chains .....	104	93	81	79
Stores (maximum) .	682	637	574	565
Chain sales .....	\$ 24,978,500	\$ 17,269,500	\$ 24,189,500	\$ 26,314,000
Total sales .....	\$ 176,537,100	\$ 109,074,000	\$ 138,853,000	\$ 152,408,000
%, chains to total	14.1	15.8	17.4	17.3
British Columbia ---				
Chains .....	92	81	76	77
Stores (maximum) .	692	740	717	696
Chain sales .....	\$ 47,875,300	\$ 32,405,600	\$ 41,068,500	\$ 46,497,900
Total sales .....	\$ 248,597,500	\$ 155,747,000	\$ 208,913,000	\$ 232,740,000
%, chains to total	19.3	20.8	19.7	20.0

(1) Includes Yukon and Northwest Territories.

(2) In some instances, figures for years subsequent to 1930 have been revised.

CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933(1)	1936 (1)	1937
ALL STORES, TOTAL -				
Chains .....	518	461	457	447
Stores (maximum) .	8,504	8,230	8,124	7,815
Stores (average) .	8,097	7,900	7,588	7,347
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 394,935,000	\$ 414,133,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,208,142,000	\$2,453,715,000
%, chains to total	17.7	18.4	17.9	16.9
Grocery and Combination Stores -				
Chains .....	66	75	75	75
Stores (maximum) .	2,127	2,221	2,172	2,125
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 107,345,900	\$ 116,389,700
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 325,261,000	\$ 347,752,000
%, chains to total	29.5	33.3	33.0	33.5
Variety, 5-and-10, and to-a-dollar Stores -				
Chains .....	15	14	14	14
Stores (maximum)..	327	356	414	437
Chain sales .....	\$ 39,383,600	\$ 33,348,600	\$ 41,422,100	\$ 46,323,400
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 46,281,000	\$ 51,585,000
%, chains to total	89.1	89.5	89.5	89.8
Men's and Boys' Clothing and Furnishings (including custom tailors) -				
Chains .....	22	14	16	16
Stores (maximum) .	191	135	179	158
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 6,939,200	\$ 7,272,500
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 56,897,000	\$ 61,289,000
%, chains to total	13.7	12.2	12.2	11.9
Family Clothing Stores-				
Chains .....	13	12	14	14
Stores (maximum) .	58	63	79	77
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 8,790,400	\$ 8,607,700
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 40,208,000	\$ 43,452,000
%, chains to total	11.3	21.3	21.9	19.8
Women's Apparel and Accessories Stores -				
Chains .....	28	15	21	19
Stores (maximum) .	203	148	190	194
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 5,512,200	\$ 6,216,600
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 49,676,000	\$ 52,318,000
%, chains to total	12.3	9.0	11.1	11.9
Shoe Stores -				
Chains .....	17	22	25	25
Stores (Maximum) .	203	274	334	355
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 9,331,600	\$ 10,093,000
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 28,592,000	\$ 30,253,000
%, Chains to total	21.5	27.4	32.6	33.4

(1) See footnote on Page 15.

CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Cont'd.) -

	1930	1933(1)	1936(1)	1937
Lumber and Building Material Dealers -				
Chains .....	46	42	37	35
Yards (maximum) ..	1,035	883	835	809
Chain sales .....	\$18,597,500	\$ 9,505,700	\$12,905,100	\$13,221,100
Total sales .....	\$66,200,700	\$29,331,000	\$42,306,000	\$46,399,000
%, chains to total.	28.1	32.4	30.5	28.5
Furniture Stores -				
Chains .....	8	9	6	7
Stores (maximum) ..	96	84	63	72
Chain sales .....	\$ 9,367,900	\$ 4,317,400	\$ 4,130,200	\$ 5,658,000
Total sales .....	\$41,016,500	\$23,073,000	\$32,231,000	\$37,824,000
%, chains to total.	22.8	18.7	12.8	15.0
Restaurants, Cafeterias and Eating Places -				
Chains .....	21	17	14	13
Stores (maximum) ..	262	240	209	203
Chain sales .....	\$13,438,600	\$ 7,129,300	\$ 6,945,700	\$ 6,891,900
Total sales .....	\$75,977,100	\$41,667,000	\$48,762,000	\$51,940,000
%, chains to total.	17.7	17.1	14.3	13.3
Drug Stores -				
Chains .....	31	29	30	31
Stores (maximum) ..	292	301	320	332
Chain sales .....	\$13,971,300	\$11,001,300	\$12,871,600	\$14,163,300
Total sales .....	\$76,848,900	\$57,253,000	\$64,055,000	\$68,724,000
%, chains to total.	18.2	19.2	20.1	20.6
Office, Store and School Supplies and Equipment Dealers -				
Chains .....	16	11	12	12
Stores (maximum) ..	173	144	146	147
Chain sales .....	\$11,134,200	\$ 5,332,100	\$ 8,707,200	\$10,675,000
Total sales .....	\$19,829,900	\$10,003,000	\$15,656,000	\$18,599,000
%, chains to total.	56.1	53.3	55.6	57.4
Tobacco Stores and Stands -				
Chains .....	9	9	9	9
Stores (maximum) ..	215	234	222	215
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 5,833,100	\$ 6,097,300
Total sales .....	\$30,702,800	\$21,586,000	\$24,501,000	\$26,605,000
%, chains to total.	25.4	25.2	23.8	22.9

(1) In some instances, figures for years subsequent to 1930 have been revised.



CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 5.—Comparison of Department Store Sales by Commodity Groups  
for 1936 and 1937

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
Total Sales, All Departments .....	273,358,000	288,096,000	+ 5.4
Women's dresses, coats and suits (including sports wear and house dresses) .....	25,970,300	26,792,600	+ 3.2
Girls' and infants' wear .....	7,979,500	8,461,800	+ 6.0
Hosiery and gloves .....	13,052,000	13,840,600	+ 6.0
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maid's uniforms) .....	12,656,100	12,860,100	+ 1.6
Millinery .....	3,705,900	3,875,600	+ 4.6
Women's, girls' and infants' apparel and accessories, total (Sum of above) .....	63,363,800	65,830,700	+ 3.9
Men's and boys' clothing and furnishings .....	33,398,200	34,621,800	+ 3.7
Drugs and toilet articles and preparations (including cameras and photographic supplies) .....	7,438,600	7,806,400	+ 4.9
Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding .....	21,815,600	22,291,300	+ 2.2
Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns .....	10,673,800	10,868,000	+ 1.8
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts .....	27,571,200	28,374,200	+ 2.9
Furniture (including mattresses, springs) ....	14,093,000	16,138,200	+14.5
Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades .....	17,783,400	19,531,400	+ 9.8
Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps .....	7,009,000	8,053,500	+14.9

CANADA - RETAIL MERCHANDISE TRADE, 1937

Table 5.--Comparison of Department Store Sales by Commodity Groups  
for 1936 and 1937--(Cont'd.) -

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
Hardware and kitchen utensils (including paints, wallpaper) .....	9,650,900	10,515,300	+ 9.0
Radios, musical instruments and supplies ....	4,314,300	4,301,900	- 0.3
Shoes and other footwear (men's, women's and children's) .....	20,492,200	21,449,600	+ 4.7
Stationery, books and magazines .....	4,525,400	4,813,900	+ 6.4
Jewellery and optical goods (including clocks, watches, silverware, plated ware) .....	5,718,000	6,095,800	+ 6.6
All other departments, total .....	25,510,600	27,404,000	+ 7.4
(Difference between sum of individual items and grand totals)			









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Minister of Trade and Commerce.

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**



**RETAIL MERCHANDISE TRADE**

Government  
Publications

**IN**

**CANADA**

**CALENDAR YEAR**

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Canada, 1938

Dollar volume of retail purchasing was well maintained in Canada in 1938, sales for the year at \$2,404,756,000 standing only 2 per cent below the amount recorded for 1937 and still 9 per cent above the 1936 level. Alberta sales registered 6 per cent higher in 1938 than in the preceding year; Saskatchewan and Manitoba remained unchanged while all other provinces reported minor decreases of 1 per cent for Quebec, 3 per cent for Ontario, 4 per cent for Nova Scotia and British Columbia, 5 per cent for Prince Edward Island, and 7 per cent for New Brunswick.

The relative position occupied by chain stores varied but little in 1938 from the preceding year. There were 457 different chain store companies in Canada last year and these operated a total of 7,692 individual stores with annual sales of \$414,448,300, or 17.2 per cent of the total retail trade of all stores including both chains and independents. In 1937 there were 447 chains with 7,815 stores and \$414,133,300 sales while the ratio of chain to total business was 16.9 per cent. These figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. In addition to the 457 corporate chains, there were 49 voluntary chains with 8,419 members. Information regarding the amount of business transacted by these voluntary chains is not available but purchases of members from the affiliated wholesale companies totalled \$34,256,395. In 1937 there were also 49 voluntary groups and these were comprised of 8,310 individual members. Purchases at wholesale prices from affiliated wholesalers amounted to \$35,006,804.

Results for individual lines of business reveal but minor changes over the period under review. Sales of the food group of stores at \$518,893,000 for 1938 were practically unchanged from the preceding year. Grocery and combination stores form the most important classification in this group. Sales for these stores totalled \$346,397,000 in 1938, down by less than half of one per cent from the \$347,752,000 recorded for 1937. Country general store sales totalled \$195,866,000 for 1938, down by 1 per cent from the preceding year, results for individual provinces revealing variations ranging from an increase of 1 per cent in Alberta to a decrease of 5 per cent in New Brunswick. Although retail purchases do not fluctuate to the same extent as does cash income, nevertheless a fairly definite relationship between country general store sales and farm cash income is to be expected. Farm cash income for 1938, as computed by the Agricultural Branch of the Bureau of Statistics, averaged 3 per cent lower than in 1937. Country general store sales were down by 1 per cent in the same comparison.

Stores in the general merchandise group did 3 per cent less business in 1938 than in 1937. Department stores and variety stores form the two most important lines of business in this group. Department store sales totalled \$278,539,000 for 1938, down by 3 per cent from the \$288,096,000 recorded for 1937. Results on a regional basis reveal considerable variation in trend for this kind of business. Department stores in the Maritime Provinces did 9 per cent less business in 1938 than in 1937. Quebec sales were maintained at the 1937 level; Ontario sales were down by 4 per cent; Prairie Provinces, 3 per cent; and British Columbia, 3 per cent. Variety store sales increased by 2 per cent from \$51,585,000 in 1937 to \$52,556,000 in 1938.

Servicing trades in the automotive group--filling stations and garages--did slightly more business in 1938 than in the preceding year but these gains were more than offset by decreased sales for motor vehicle dealers with the result that aggregate sales for the group as a whole were down by 4 per cent. Sales for motor vehicle dealers were \$311,026,000 for 1938, down by 7 per cent from the \$332,742,000 recorded for 1937. These figures represent the total business of motor vehicle dealers, including not only the sale of new and used cars but also receipts from all subsidiary activities which may have been carried on. The decline in new motor vehicle sales was somewhat greater than that indicated by the aggregate figures. There were 121,165 new motor vehicles retailed for \$135,011,908 in 1938, down 16 per cent in number and 10 per cent in value from the 141,441 units which sold for \$149,170,527 in 1937. Percentage declines from 1937 were similar for passenger and commercial models. New passenger car sales numbered 95,751 with a retail selling value of \$105,006,462 in 1938, while 25,414 new commercial models sold for \$30,005,446. Details regarding the number and value of used motor vehicles are not available.

All lines of business in the apparel group of stores averaged lower in 1938 than in the preceding year. Clothing sales followed the slightly downward trend which characterized all consumer purchasing in the first six months of 1938. But whereas other lines of trade showed indications of recovery in the autumn of the year, clothing sales were adversely affected by the prolongation of summer weather far into the fall with the consequent postponement of some purchases and the cancellation altogether of others. Men's and boys' clothing and/or furnishings stores did 8 per cent less business in 1938 than in 1937; family clothing store sales were down by 7 per cent; women's clothing store sales and shoe store sales were both down by 3 per cent.

Sales for the building materials group remained unchanged from 1937. Apart from the usual seasonal movements, hardware store sales were fairly uniformly maintained throughout 1937 and 1938, sales for the latter year at \$59,978,000 exceeding by less than one per cent the \$59,741,000 recorded for the earlier period. Retail lumber yards had sales of \$45,321,000 for 1938, down by 2 per cent from the \$46,399,000 recorded for 1937.

Stores in the house furnishings group, dealing as they do in durable merchandise, were more seriously affected than were those businesses dealing in lines of merchandise subject to a more constant demand. Furniture store sales were off 6 per cent from 1937; household appliance store sales were down 4 per cent; radio and music store sales, 7 per cent. Sales for the group as a whole were down by 6 per cent.

Drug store sales at \$68,164,000 were within 1 per cent of the \$68,724,000 recorded for the preceding year. Coal and wood yards did business to the extent of \$77,060,000 in 1938, down by 2 per cent from 1937. Jewellery store sales were down by 3 per cent; tobacco store sales remained unchanged while government liquor store sales, as reported, were up by 4 per cent. Figures for government liquor stores are furnished by the various provincial departments and are



given for the fiscal period conforming most closely with the calendar year and for which they are available. The 4 per cent increase over 1937 in sales for the country as a whole may be attributed largely to the fact that the Quebec sales included in the 1938 totals refer to the fiscal year ending April 30, 1938, while the Quebec sales for 1937 cover the fiscal period ending April 30, 1937. That is to say, the Quebec components in the total figures present a comparison more strictly applicable to 1936-1937 than to the following year.

Comparison of Indexes of Retail Sales  
and Cost of Living Indexes

A comparison of the movements in the dollar value of consumer purchases and retail prices has formed part of this annual survey of retail trade for some years. While the Bureau's Retail Price Index is not constructed in such a way as to warrant its use in deflating the dollar value of sales yet comparison of the two series does give some indication of the extent to which the dollar figures reflect price movements rather than changes in the physical volume of goods sold. Comparison of indexes of dollar value of retail sales and the Bureau's Retail Price Index. (Equated to the year 1930 = 100).

<u>Year</u>	<u>Total Sales</u>	<u>Index of Sales</u>	<u>Retail Price Index</u>
1930 .....	2,755,569,900	100.0	100.0
1931 .....	2,320,963,000	84.2	85.3
1932 .....	1,922,066,000	69.8	75.1
1933 .....	1,785,768,000	64.8	72.5
1934 .....	1,958,754,000	71.1	76.2
1935 .....	2,054,897,000	74.6	76.6
1936 .....	2,208,142,000	80.1	78.4
1937 .....	2,453,715,000	89.0	81.2
1938 .....	2,404,756,000	87.3	82.0

Comparison of the two sets of indexes clearly indicates that a large portion of the decline in dollar sales in the depression years was due to price movements. Part of the recovery since 1933 in dollar sales must also be attributed to price changes. A comparison of the indexes for 1936 and 1937 would suggest that a considerable portion of the increase in dollar volume in 1937 was due to an increase in the volume of goods purchased. Opposite trends in dollar sales and prices between 1937 and 1938 would suggest a slight reduction in volume of goods bought in the latter year.

The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents  
and Costs of Services, Canada  
(1930=100)

Year	TOTAL Index	Food Index	Fuel Index	Rent Index	Clothing Index	Sundries Index	Retail Price Index (Foods, fuel, clothing, household requirements)
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	93.0	85.3
1932 .....	82.0	65.2	95.5	89.4	77.0	95.2	75.1
1933 .....	78.1	64.6	91.6	80.4	71.5	93.2	72.5
1934 .....	79.2	70.4	91.6	75.6	74.2	92.7	76.2
1935 .....	79.7	71.4	90.7	76.8	74.4	92.8	76.6
1936 .....	81.5	74.4	90.3	79.0	75.1	93.5	78.4
1937 .....	83.4	78.4	88.7	82.1	77.4	94.0	81.2
1938 .....	84.8	79.1	88.9	84.8	78.1	94.7	82.0

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column "Retail Price Index" is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1938 with the Retail Price Indexes shown in the last column of the above table, it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole weighting system used in computing the Bureau's indexes of retail prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising.

Description of Method Used in Constructing Indexes  
of Retail Sales

Figures for the basic year 1930, as shown in this report, were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base, together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from about 26,000 retail stores and it is estimated that these transacted approximately 66 per cent of the total retail trade of the country in 1938. The reports which have been secured have been used in deter-

mining the most probable value of sales of those firms which do not report to the annual Census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1938 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. On the other hand, there is evidence to show that the total number of gasoline filling stations has increased during the period under review. For this reason, the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

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# CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1938

Province	Total Net Sales		Indexes of Retail Sales (1930 = 100)										% of Change, 19 / 37
	1930 \$	(Estimated) 1937 \$	1938 \$	1930	1931	1932	1933	1934	1935	1936	1937	1938	
CANADA, Total (1) ...	2,755,569,900	2,453,715,000	2,404,756,000	100.0	84.2	69.8	64.8	71.1	74.6	80.1	89.0	87.2	- 2.0
Prince Edward Island .....	13,773,700	11,748,000	11,122,000	100.0	83.8	67.4	64.7	70.3	71.9	82.4	85.3	80.7	- 5.3
Nova Scotia .....	99,519,900	99,336,000	95,819,000	100.0	90.3	75.1	69.2	77.2	81.6	88.7	99.8	96.3	- 3.5
New Brunswick ...	84,371,900	76,656,000	71,637,000	100.0	85.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	- 6.5
Quebec .....	651,138,500	565,921,000	561,192,000	100.0	86.4	71.5	64.9	69.0	71.3	76.5	86.9	86.2	- 0.8
Ontario .....	1,039,890,200	1,022,068,000	988,696,000	100.0	86.6	71.8	67.4	74.9	78.0	83.0	92.9	89.9	- 3.3
Manitoba .....	189,243,900	161,253,000	160,690,000	100.0	81.3	69.6	64.5	69.4	73.4	78.5	85.2	84.9	- 0.3
Saskatchewan ...	189,181,100	129,166,000	129,309,000	100.0	70.8	59.2	54.5	59.4	63.2	69.7	68.3	68.4	+ 0.1
Alberta .....	176,537,100	152,408,000	161,491,000	100.0	76.1	65.6	61.8	69.0	74.0	78.7	86.5	91.5	+ 6.0
British Columbia.	248,537,500	232,740,000	222,386,000	100.0	83.7	65.9	62.6	69.6	75.8	84.0	93.6	89.5	- 4.4

(1) Includes Yukon and Northwest Territories.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)							% of Change, 1938/37
	Number of Stores	Total Net Sales	1937	1938	1930	1934	1935	1936	1937	1938		
Total, All Stores .	125,003	\$ 2,755,569,900	\$ 2,453,715,000	\$ 2,404,756,000	100.0	71.1	74.6	80.1	89.0	87.3	- 2.0	
Food Group . . . . .	44,665	615,476,100	519,354,000	518,893,000	100.0	73.5	75.5	78.8	84.4	84.3	- 0.1	
Bakery product stores (manufacturing bakeries not included)	1,213	11,027,600	9,967,000	9,759,000	100.0	75.7	80.6	83.6	90.4	88.5	- 2.1	
Candy and confectionery stores . . . . .	8,981	54,176,100	39,598,000	38,863,000	100.0	62.5	65.0	67.8	73.1	71.7	- 1.9	
Dairy product dealers (other than manu- facturing dairies) .	3,483	37,173,900	35,844,000	37,062,000	100.0	77.0	83.5	88.5	96.4	99.7	+ 3.4	
Fruit and vegetable stores . . . . .	1,515	16,293,400	14,983,000	14,690,000	100.0	80.3	82.0	88.1	92.0	90.2	- 2.0	
Grocery and combina- tion stores . . . . .	23,328	405,403,400	347,752,000	346,397,000	100.0	75.8	77.0	80.2	85.8	85.4	- 0.4	
Meat markets (in- cluding sea foods) .	5,379	83,026,200	64,865,000	65,895,000	100.0	66.9	70.7	73.0	78.1	79.4	+ 1.6	
Other food stores . . .	766	8,375,500	6,345,000	6,227,000	100.0	62.5	66.6	71.1	75.8	74.3	- 1.9	
Country General Stores . . . . .	11,915	228,803,800	198,480,000	195,866,000	100.0	73.1	75.4	79.9	86.7	85.6	- 1.3	
General Merchandise Group . . . . .	2,974	451,542,500	384,571,000	373,953,000	100.0	73.5	75.3	79.9	85.2	82.8	- 2.8	
Department stores . . .	148	355,258,600	288,096,000	278,539,000	100.0	71.5	72.8	76.9	81.1	78.4	- 3.3	
Dry goods stores . . . .	1,899	31,705,600	26,627,000	25,928,000	100.0	72.6	73.7	77.7	84.0	81.8	- 2.6	
General merchandise stores . . . . .	414	20,366,100	18,263,000	16,930,000	100.0	72.3	75.8	81.3	89.7	83.1	- 7.3	
Variety stores . . . . .	513	44,212,200	51,585,000	52,556,000	100.0	90.6	95.9	104.7	116.7	118.9	+ 1.9	
Automotive Group . .	13,194	381,959,300	458,939,000	441,977,000	100.0	74.7	85.2	96.5	120.2	115.7	- 3.7	
Motor vehicle dealers, Accessories, tires and batteries . . . . .	2,736	253,607,900	332,742,000	311,026,000	100.0	70.6	85.8	101.4	131.2	122.6	- 6.5	
Filling stations (1) . .	532	10,955,800	9,332,000	9,785,000	100.0	64.5	63.7	73.6	85.2	89.3	+ 4.9	
5,503	66,449,300	77,132,000	80,310,000	80,310,000	100.0	98.3	100.6	101.0	116.1	120.9	+ 4.1	

(1) See footnotes on Page 11.

## CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	Stores and Sales, 1930 Number of Stores	Total Net Sales \$	Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)					% of Change 1938/37
			1937	1938	1930	1934	1935	1936	1937	1938
Automotive Group--(Con.)				\$						
Garages .....	4,140	47,559,800	36,908,000	37,807,000	100.0	66.5	66.8	70.9	77.6	79.5
Other automotive establishments (including motor-cycles, bicycles and supplies) .....	283	3,386,500	2,825,000	3,049,000	100.0	65.2	70.3	75.2	83.4	90.0
Apparel Group .....	10,474	219,968,600	187,312,000	176,962,000	100.0	72.7	75.4	79.7	85.2	80.4
Men's and boys' clothing and furnishings (includes custom tailors) ..	3,969	72,110,500	61,289,000	56,543,000	100.0	69.2	73.7	78.9	85.0	78.4
Family clothing stores ..	1,149	42,144,100	43,452,000	40,559,000	100.0	84.4	89.5	95.4	103.1	96.2
Women's apparel and accessories stores .....	3,715	69,806,000	52,318,000	50,572,000	100.0	68.0	68.1	71.2	74.9	72.4
Shoe stores .....	1,641	35,908,000	30,253,000	29,288,000	100.0	75.2	76.4	79.6	84.3	81.6
Building Materials Group .....	6,035	162,237,100	124,115,000	123,572,000	100.0	58.5	62.0	69.0	76.5	76.2
Hardware stores .....	3,001	70,891,700	59,741,000	59,978,000	100.0	67.6	70.6	76.1	84.3	84.6
Lumber and building material dealers .....	1,825	66,200,700	46,999,000	45,321,000	100.0	51.8	55.7	63.9	70.1	68.5
Other building materials (including roofing materials) .....	183	9,596,800	6,330,000	6,647,000	100.0	42.2	46.8	57.5	66.3	69.3
Electrical shops (without radio) .....										
Heating and plumbing shops .....	1,026	15,547,900	11,615,000	11,626,000	100.0	55.7	58.7	65.6	74.7	74.8
Paint and glass stores )										



CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)					% of Change, 1938/37	
	Number of Stores	Total Net Sales \$	1937 \$	1938 \$	1930	1934	1935	1936	1937		
					100.0	100.0	100.0	100.0	100.0		
Furniture and House- hold Group .....	3,188	101,665,900	83,187,000	78,213,000	100.0	57.9	64.0	70.8	81.8	76.9	- 6.0
Furniture stores .....	1,101	41,016,500	37,824,000	35,656,000	100.0	65.3	71.3	78.6	92.2	86.9	- 5.7
Household appliance stores	590	17,798,200	15,752,000	15,164,000	100.0	60.4	70.0	75.4	88.5	85.2	- 3.7
Other home furnishings (including floor cover- ings, curtains, etc.) .	559	8,957,000	7,650,000	7,065,000	100.0	64.7	65.6	75.7	85.4	78.9	- 7.6
Radio and music stores ..	938	33,894,200	21,961,000	20,328,000	100.0	45.8	51.7	57.8	64.8	60.0	- 7.4
Restaurants, cafeterias and Eating Places ....	5,609	75,977,100	51,940,000	50,176,000	100.0	58.0	60.3	64.2	68.4	66.0	- 3.4
Other Retail Stores ..	26,949	517,939,500	445,817,000	445,144,000	100.0	70.4	72.4	77.8	86.1	85.9	- 0.2
Farmers' supply stores ..	2,951	45,760,600	45,320,000	43,024,000	100.0	74.8	77.2	83.7	99.0	94.0	- 5.1
Book stores .....	358	8,837,500	7,035,000	7,031,000	100.0	63.6	66.7	71.1	79.6	79.6	- 0.1
Coal and wood yards .....	2,071	86,046,800	78,840,000	77,060,000	100.0	83.3	84.2	88.3	91.6	89.6	- 2.3
Drug stores .....	3,559	76,648,900	68,724,000	68,164,000	100.0	77.4	79.8	83.4	89.4	88.7	- 0.8
Florists .....	689	9,264,700	7,114,000	6,950,000	100.0	63.7	65.8	69.6	76.8	75.0	- 2.3
Jewellery stores .....	1,532	26,662,600	21,943,000	21,382,000	100.0	63.1	68.4	74.5	82.3	80.2	- 2.6
Office, school and store supplies and equipment dealers .....	395	19,829,900	18,599,000	17,953,000	100.0	61.9	69.3	79.0	93.8	90.5	- 3.5
Tobacco stores and stands	2,420	30,702,800	26,605,000	26,640,000	100.0	73.4	75.3	79.8	86.7	86.8	+ 0.1
Government liquor stores (2) .....	651	100,694,600	74,305,000	77,298,000	100.0	55.8	56.4	65.5	73.8	76.8	+ 4.0
Unclassified kinds of business .....	12,323	113,291,100	97,332,000	99,642,000	100.0	70.3	72.1	75.8	85.9	88.0	+ 2.4

(1) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(2) Due to changes in method of reporting exact comparisons of figures for various years are not valid.

NOTE: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

## CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces

	1930	1933	1937	1938
CANADA, Total (1) -				
Chains .....	518	461	447	457
Stores (maximum) ..	8,504	8,230	7,815	7,692
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 414,133,300	\$ 414,448,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,453,715,000	\$2,404,756,000
%, chains to total.	17.7	18.4	16.9	17.2
Prince Edward Island --				
Chains .....	7	5	7	8
Stores (maximum) ..	12	8	7	9
Chain sales .....	\$ 678,700	\$ 350,900	\$ 507,700	\$ 508,100
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 11,748,000	\$ 11,122,000
%, chains to total.	4.9	3.9	4.3	4.6
Nova Scotia --				
Chains .....	48	50	49	49
Stores (maximum) ..	227	233	235	293
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 17,384,900	\$ 18,148,300
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 99,336,000	\$ 95,819,000
%, chains to total.	12.2	17.0	17.5	18.9
New Brunswick --				
Chains .....	42	41	44	46
Stores (maximum) ..	168	190	205	216
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 12,878,800	\$ 12,718,800
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 76,656,000	\$ 71,637,000
%, chains to total.	14.2	14.5	16.8	17.8
Quebec --				
Chains .....	175	147	134	135
Stores (maximum) ..	1,698	1,668	1,481	1,416
Chain sales .....	\$ 117,100,400	\$ 73,398,300	\$ 83,442,500	\$ 82,738,300
Total sales .....	\$ 651,138,500	\$ 422,297,000	\$ 565,921,000	\$ 561,192,000
%, chains to total.	18.0	17.4	14.8	14.7
Ontario --				
Chains .....	250	217	230	235
Stores (maximum) ..	3,276	3,210	3,130	3,114
Chain sales .....	\$ 214,391,300	\$ 150,908,000	\$ 184,973,100	\$ 185,901,800
Total sales .....	\$1,099,990,200	\$ 741,630,000	\$1,022,068,000	\$ 988,696,000
%, chains to total.	19.5	20.3	18.1	18.8
Manitoba --				
Chains .....	91	73	63	62
Stores (maximum) ..	434	374	331	323
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 18,027,800	\$ 17,797,300
Total sales .....	\$ 189,243,900	\$ 122,045,000	\$ 161,253,000	\$ 160,690,000
%, chains to total.	11.7	11.2	11.2	11.1

(1) Includes Yukon and Northwest Territories.

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces--Cont'd.)

	1930	1935	1937	1938
Saskatchewan --				
Chains .....	101	90	82	83
Stores (maximum) ...	1,234	1,046	983	977
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 22,717,400	\$ 22,290,100
Total sales .....	\$ 189,181,100	\$ 103,091,000	\$ 129,166,000	\$ 129,309,000
%, chains to total .	18.0	20.1	17.6	17.2
Alberta --				
Chains .....	104	93	79	81
Stores (maximum) ...	682	637	565	564
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 26,314,000	\$ 27,420,800
Total sales .....	\$ 176,537,100	\$ 109,074,000	\$ 152,408,000	\$ 161,491,000
%, chains to total .	14.1	15.8	17.3	17.0
British Columbia --				
Chains .....	92	81	77	77
Stores (maximum) ...	692	740	696	708
Chain sales .....	\$ 47,875,300	\$ 32,405,600	\$ 46,497,900	\$ 45,510,500
Total sales .....	\$ 248,597,500	\$ 155,747,000	\$ 232,740,000	\$ 222,386,000
%, chains to total .	19.3	20.8	20.0	20.5



CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933	1937	1938
<b>ALL STORES, TOTAL --</b>				
Chains .....	518	461	447	457
Stores (maximum) ...	8,504	8,230	7,815	7,692
Stores (average) ...	8,097	7,900	7,347	7,356
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 414,133,300	\$ 414,448,300
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,453,715,000	\$2,404,756,000
%, chains to total ..	17.7	18.4	16.9	17.2
<b>Grocery and Combination Stores --</b>				
Chains .....	66	75	75	77
Stores (maximum) ...	2,127	2,221	2,125	2,054
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 116,389,700	\$ 116,849,800
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 347,752,000	\$ 346,397,000
%, chains to total ..	29.5	33.3	33.5	33.7
<b>Variety, 5-and-10, and to-a-dollar Stores --</b>				
Chains .....	15	14	14	16
Stores (maximum) ...	327	356	437	468
Chain sales .....	\$ 39,383,600	\$ 33,348,600	\$ 46,323,400	\$ 47,256,700
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 51,585,000	\$ 52,556,000
%, chains to total ..	89.1	89.5	89.8	89.9
<b>Men's and Boys' Clothing and Furnishings (including custom tailors)-</b>				
Chains .....	22	14	16	17
Stores (maximum) ...	191	135	158	164
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 7,272,500	\$ 6,961,400
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 61,289,000	\$ 56,543,000
%, chains to total ..	13.7	12.2	11.9	12.3
<b>Family Clothing Stores --</b>				
Chains .....	13	12	14	17
Stores (maximum) ...	58	63	77	89
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 8,607,700	\$ 8,163,000
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 43,452,000	\$ 40,559,000
%, chains to total ..	11.3	21.3	19.8	20.1
<b>Women's Apparel and Accessories Stores --</b>				
Chains .....	28	15	19	20
Stores (maximum) ...	203	148	194	213
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 6,216,600	\$ 6,198,700
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 52,318,000	\$ 50,572,000
%, chains to total ..	12.3	9.0	11.9	12.3
<b>Shoe Stores --</b>				
Chains .....	17	22	25	25
Stores (Maximum) ...	203	274	355	368
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 10,093,000	\$ 10,017,000
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 30,253,000	\$ 29,288,000
%, chains to total ..	21.5	27.4	33.4	34.2

CANADA - RETAIL MERCHANDISE TRADE, 1938

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Cont'd.)

	1930	1933	1937	1938
Lumber and Building Material Dealers -				
Chains .....	46	42	35	35
Yards (maximum) .....	1,035	883	809	804
Chain sales .....	\$18,597,500	\$ 9,505,700	\$13,221,100	\$13,464,300
Total sales .....	\$66,200,700	\$29,331,000	\$46,399,000	\$45,321,000
%, chains to total ...	28.1	32.4	28.5	29.7
Furniture Stores -				
Chains .....	8	9	7	7
Stores (maximum) .....	96	84	72	76
Chain sales .....	\$ 9,367,900	\$ 4,317,400	\$ 5,397,200	\$ 4,793,100
Total sales .....	\$41,016,500	\$23,073,000	\$37,824,000	\$35,856,000
%, chains to total ...	22.8	18.7	14.3	13.4
Restaurants, Cafeterias and Eating Places -				
Chains .....	21	17	13	14
Stores (maximum) .....	262	240	203	210
Chain sales .....	\$13,438,600	\$ 7,129,300	\$ 6,891,900	\$ 6,917,400
Total sales .....	\$75,977,100	\$41,667,000	\$51,940,000	\$50,176,000
%, chains to total ...	17.7	17.1	13.3	13.8
Drug Stores -				
Chains .....	31	29	31	33
Stores (maximum) .....	292	301	332	347
Chain sales .....	\$13,971,300	\$11,001,300	\$14,163,300	\$14,127,100
Total sales .....	\$76,848,900	\$57,253,000	\$68,724,000	\$68,164,000
%, chains to total ...	18.2	19.2	20.6	20.7
Office, Store and School Supplies and Equipment Dealers -				
Chains .....	16	11	12	12
Stores (maximum) .....	173	144	147	152
Chain sales .....	\$11,134,200	\$ 5,332,100	\$10,675,000	\$10,571,800
Total sales .....	\$19,829,900	\$10,008,000	\$18,599,000	\$17,953,000
%, chains to total ...	56.1	53.3	57.4	58.9
Tobacco Stores and Stands -				
Chains .....	9	9	9	9
Stores (maximum) .....	215	234	215	217
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 6,097,300	\$ 6,047,400
Total sales .....	\$30,702,800	\$21,586,000	\$26,605,000	\$26,640,000
%, chains to total ...	25.4	25.2	22.9	22.7









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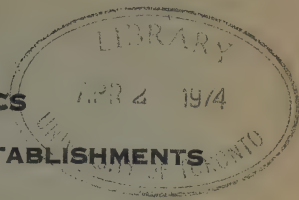
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**CANADA**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF MERCHANDISE AND SERVICE ESTABLISHMENTS**

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Government  
Publications

**RETAIL MERCHANDISE TRADE**  
**IN**  
**CANADA**  
**CALENDAR YEAR**  
**1939**

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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Canada, 1939

Retail merchandise trade in Canada is estimated at \$2,447,658,000 for 1939, up 2 per cent from the preceding year and approximately on a par with the level obtaining in 1937. Annual figures for 1939 represent the net resultant of the reversal in trend in consumer purchasing which took place at the outbreak of the war; they do not reveal the marked upward movement during the last four months of the year. Results of monthly surveys of retail trade conducted by the Bureau indicate that after making allowance for usual seasonal differences, sales in the last four months of the year averaged 8 per cent above the level of the preceding eight-month period.

All provinces recorded increases over 1938. Increased income in Saskatchewan, resulting from the greatly improved crop conditions in that province, was effective in producing a 12 per cent gain in retail purchasing in 1939. Increases over 1938 were slight in other provinces, being 4 per cent for New Brunswick, 3 per cent for Nova Scotia and Prince Edward Island, 2 per cent for Alberta, and only 1 per cent for each of the other provinces.

The relative position occupied by chains in 1939 increased slightly from 1938. There were 446 chain store companies in Canada last year and these operated a total of 7,595 individual stores with annual sales of \$432,026,100 or 17.7 per cent of the total sales of all stores including both chains and independents. In 1938, there were 457 chain companies with 7,692 stores and these accounted for 17.2 per cent of the total annual retail business. Ratios of chain to total sales for earlier years were 16.9 per cent for 1937, 17.9 per cent for 1936, and 17.7 per cent for 1935. The ratio was 17.7 per cent for 1930, the earliest year for which these figures are available.

Grocery and combination store chains form the most important group in point of view of number of chain companies, number of individual branch stores and volume of annual turnover. There were 73 such chains in Canada last year and these operated 1,887 stores with sales of \$123,826,200 or 35 per cent of the total business of all grocery and combination stores. The chain ratio was up slightly from 1938 when it stood at 33.7 per cent.

There were 16 variety store chains with 489 stores and \$51,416,000 sales, an amount which forms more than 90 per cent of the total annual turnover in this field. Ratios of chain store sales to total sales in 1939 for some of the other lines of business in which chains are of importance are as follows: (Ratios for 1938 are shown in brackets). Shoe stores, 36.4 per cent (34.2 per cent); lumber and building material

dealers, 29.7 per cent (29.7 per cent); drug stores, 20.5 per cent (20.7 per cent); furniture stores, 15.0 per cent (13.4 per cent). It should be noted that these figures relate to stores classified according to kind of business and not to sales of individual commodities. No information is available to show the ratio in which chains and independents share in the trade in any individual commodity.

Results for individual lines of business show but slight changes in dollar volume of trading in 1939 compared with the preceding year. Sales of the food group of stores at \$524,146,000 for 1939 were practically unchanged from the preceding year. Grocery and combination store sales were also maintained at an only slightly higher level than in 1938, sales for the year under review estimated at \$351,410,000 exceeding by 1 per cent the amount calculated for the earlier period.

Country general store sales were estimated at \$192,188,000 for 1939, down by 2 per cent from the preceding year, slight increases in Prince Edward Island, New Brunswick and Saskatchewan being more than offset by reductions ranging up to four per cent in other provinces.

Stores in the general merchandise group did 4 per cent more business in 1939 than in 1938. Department stores and variety stores form the two most important classifications in this division. Department store sales at \$289,887,000 for 1939 were up by 4 per cent from the preceding year, results for various regions of the country showing gains of 6 per cent in the Maritime Provinces, 5 per cent in the Prairie Provinces, 4 per cent in Ontario, 3 per cent in Quebec, and 2 per cent in British Columbia. Variety store sales increased by 9 per cent from \$52,556,000 in 1938 to \$57,027,000 in 1939.

Sales in the automotive group were maintained at the 1938 level, gains in the servicing trades--filling stations and merchandise garages--offsetting a decline of 3 per cent in the total annual business of motor vehicle dealers. Sales of motor vehicle dealers were estimated at \$302,889,000 in 1939 and \$311,026,000 in 1938. These figures represent the total annual turnover of the firms in question including not only the sales of new and used motor vehicles but also receipts from the sale of parts and accessories, gas and oil, together with receipts from repairs and service operations. The decline in new motor vehicle sales alone was somewhat greater than that recorded for the motor vehicle dealer business as a whole. There were 114,747 new motor vehicles sold for \$125,967,521 in Canada last year, down 5 per cent in number and 7 per cent in value from the 121,165 units which sold for \$135,011,908 in 1938.

Increased demand for textile products following the outbreak of the war resulted in a considerable gain in business for stores in the clothing trades. But these gains little more than offset losses sustained earlier in the year with the result that sales for the apparel group as a whole were only 3 per cent higher in 1939 than in 1938. Total sales for the group were estimated at \$182,111,000 for 1939. Results for individual kinds of business varied but little from the group average. Sales of men's clothing stores were up by 3 per cent; family clothing store sales gained 4 per cent; women's apparel stores, 4 per cent; while shoe store sales remained unchanged from the preceding year.

Sales in the lumber and building materials group and the furniture and household group registered slight increases over 1938. Hardware store sales were up by 1 per cent, lumber and building material dealers, 8 per cent; and furniture stores, 3 per cent. Household appliance store sales were off by 3 per cent.



Drug store sales at \$69,643,000 were 2 per cent higher in 1939 than in the preceding year. Sales of retail fuel dealers were up by 8 per cent while jewellery store sales registered a similar increase. The increase in jewellery store sales coincides with a pronounced increase in marriages in the latter half of the year under review. Tobacco stores did 3 per cent more business in 1939 than in 1938 while government liquor store sales were up by 5 per cent.

Comparison of Indexes of Retail Sales  
and Cost of Living Indexes

A comparison of the movements in the dollar value of consumer purchases and retail prices has formed part of this annual survey of retail trade for some years. While the Bureau's Retail Price Index is not constructed in such a way as to warrant its use in deflating the dollar value of sales yet comparison of the two series does give some indication of the extent to which the dollar figures reflect price movements rather than changes in the physical volume of goods sold. Comparison of indexes of dollar value of retail sales and the Bureau's Retail Price Index (Equated to the year 1930 = 100) is given below.

<u>Year</u>	<u>Total</u> <u>Retail Sales</u>	<u>Index</u> <u>of Sales</u>	<u>Retail</u> <u>Price Index</u>
	\$		
1930 .....	2,755,569,900	100.0	100.0
1931 .....	2,320,963,000	84.2	85.3
1932 .....	1,922,066,000	69.8	75.1
1933 .....	1,785,768,000	64.8	72.5
1934 .....	1,958,754,000	71.1	76.2
1935 .....	2,054,897,000	74.6	76.6
1936 .....	2,208,142,000	80.1	78.4
1937 .....	2,453,715,000	89.0	81.2
1938 .....	2,404,756,000	87.3	82.0
1939 .....	2,447,658,000	88.8	80.9

Comparison of the two sets of indexes clearly indicates that a large portion of the decline in dollar sales in the depression years was due to price movements. Part of the recovery since 1933 in dollar sales must also be attributed to price changes. While some increase in prices was evident in the last quarter of 1939, these increases failed to offset the downward trend in the first half of the year, the average retail price index for 1939 standing 1 per cent below the 1938 level. It is evident, therefore, that the moderate increase of 2 per cent in dollar sales between 1938 and 1939 must be attributed to an increase in the volume of goods purchased rather than to a change in price levels.

The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100.

Index Numbers of Retail Prices, Rents  
and Costs of Services, Canada  
(1930=100)

Year	TOTAL Index	Food Index	Fuel Index	Rent Index	Clothing Index	Sundries Index	Retail Price In- dex (Foods, fuel, clothing, household requirements)
1930 .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .....	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932 .....	82.0	65.2	95.5	89.4	77.0	95.2	75.1
1933 .....	78.1	64.6	91.6	80.4	71.5	93.2	72.5
1934 .....	79.2	70.4	91.6	75.6	74.2	92.7	76.2
1935 .....	79.7	71.4	90.7	76.8	74.4	92.8	76.6
1936 .....	81.5	74.4	90.3	79.0	75.1	93.5	78.4
1937 .....	83.4	78.4	88.7	82.1	77.4	94.0	81.2
1938 .....	84.8	79.1	88.9	84.8	78.1	94.7	82.0
1939 .....	84.4	77.0	88.7	85.0	77.8	94.9	80.9

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column "Retail Price Index" is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index.

In comparing the indexes of retail sales for the period 1930 to 1939 with the Retail Price Indexes shown in the last column of the above table, it should be remembered that figures for certain kinds of business are included in the former which are not included in the latter. In particular, automobile dealer establishments have considerable weight in determining the indexes of retail sales but commodities sold by these establishments are not included in the price indexes. It must also be remembered that the whole weighting system used in computing the Bureau's indexes of retail prices is based on an estimated aggregate consumption in Canada, including a proportion which does not pass through the channels of distribution covered by the Census of Merchandising.

Description of Method Used in Constructing Indexes  
of Retail Sales

Figures for the basic year 1930, as shown in this report, were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base, together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from about 26,000 retail stores and it is

estimated that these transacted approximately 64 per cent of the total retail trade of the country in 1939. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual Census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1939 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. There is evidence to show that the total number of gasoline filling stations has increased during recent years. For this reason, the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

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CANADA---RETAIL MERCHANDISE TRADE, 1939

Table 1.---Summary of Retail Merchandise Trade, by Provinces, 1930 - 1939

Province	Total Net Sales			Indexes of Retail Sales										% of Change, 1939/38
	(Estimated)			(1930 = 100)										
	1930	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939		
CANADA, Total (1) ...	\$ 2,755,569,900	\$ 2,404,756,000	\$ 2,447,658,000	100.0	69.8	64.8	71.1	74.6	80.1	89.0	87.3	88.8	+ 1.8	
Prince Edward Island .....	13,773,700	11,122,000	11,431,000	100.0	67.4	64.7	70.3	71.9	82.4	85.3	80.7	83.0	+ 2.8	
Nova Scotia .....	99,519,900	95,819,000	98,864,000	100.0	75.1	69.2	77.2	81.6	88.7	99.8	96.3	99.3	+ 3.2	
New Brunswick ...	84,371,900	71,637,000	74,276,000	100.0	67.6	62.1	69.1	73.1	79.4	90.9	84.9	88.0	+ 3.7	
Quebec .....	651,138,500	561,192,000	564,537,000	100.0	71.5	64.9	69.0	71.3	76.5	86.9	86.2	86.7	+ 0.6	
Ontario .....	1,099,990,200	988,696,000	1,002,071,000	100.0	71.8	67.4	74.9	73.0	83.0	92.9	89.9	91.1	+ 1.4	
Manitoba .....	189,243,900	160,690,000	161,835,000	100.0	69.6	64.5	69.4	73.4	78.5	85.2	84.9	85.5	+ 0.7	
Saskatchewan ....	189,181,100	129,309,000	144,477,000	100.0	59.2	54.5	59.4	63.2	69.7	68.3	63.4	76.4	+ 11.7	
Alberta .....	176,537,100	161,491,000	164,211,000	100.0	65.6	61.8	69.0	74.0	78.7	86.3	91.5	93.0	+ 1.7	
British Columbia	248,597,500	222,386,000	223,769,000	100.0	65.9	62.6	69.6	75.8	84.0	93.6	89.5	90.0	+ 0.6	

(1) Includes Yukon and Northwest Territories.



CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 2.---Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)	Indexes of Retail Sales (1930 = 100)						% of Change, 1939/38		
	Number of Stores	Total Net Sales		1938	1939	1930	1933	1936	1937		1938	
Total, All Stores ..	125,003	2,755,569,900	\$	2,404,756,000	2,447,658,000	100.0	64.8	80.1	89.0	87.3	88.8	+ 1.8
Food Group .....	44,665	615,476,100		518,893,000	524,146,000	100.0	70.2	78.8	84.4	84.3	85.2	+ 1.0
Bakery product stores (manufacturing ba- keries not included).	1,213	11,027,600		9,759,000	9,438,000	100.0	70.1	83.6	90.4	88.5	85.6	- 3.3
Candy and confectionery stores .....	8,981	54,176,100		38,863,000	38,722,000	100.0	60.9	67.8	73.1	71.7	71.5	- 0.4
Dairy product dealers (other than manu- facturing dairies) .	3,483	37,173,900		37,062,000	37,654,000	100.0	71.2	88.5	96.4	99.7	101.3	+ 1.6
Fruit and vegetable stores .....	1,515	16,293,400		14,690,000	15,036,000	100.0	76.1	88.1	92.0	90.2	92.3	+ 2.4
Grocery and combina- tion stores .....	23,328	405,403,400		346,397,000	351,410,000	100.0	73.3	80.2	85.8	85.4	86.7	+ 1.4
Meat markets (in- cluding sea foods) ..	5,379	83,026,200		65,895,000	65,590,000	100.0	60.3	73.0	78.1	79.4	79.0	- 0.5
Other food stores ....	766	8,375,500		6,227,000	6,296,000	100.0	60.2	71.1	75.8	74.3	75.2	+ 1.1
Country General Stores .....	11,915	228,803,800		195,866,000	192,188,000	100.0	66.1	79.9	86.7	85.6	84.0	- 1.9
General Merchandise Group .....	2,974	451,542,500		373,953,000	390,027,000	100.0	69.4	79.9	85.2	82.8	86.4	+ 4.3
Department stores .....	148	355,258,600		278,539,000	289,887,000	100.0	68.1	76.9	81.1	78.4	81.6	+ 4.1
Dry goods stores .....	1,899	31,705,600		25,928,000	26,018,000	100.0	66.2	77.7	84.0	81.8	82.1	+ 0.3
General merchandise stores .....	414	20,366,100		16,930,000	17,095,000	100.0	64.9	81.3	89.7	83.1	83.9	+ 1.0
Variety stores .....	513	44,212,200		52,556,000	57,027,000	100.0	84.3	104.7	116.7	118.9	129.0	+ 8.5
Automotive Group .	13,194	381,959,300		441,977,000	441,246,000	100.0	59.6	96.5	120.2	115.7	115.5	- 0.2
Motor vehicle dealers .	2,736	253,607,900		311,026,000	302,889,000	100.0	51.2	101.4	131.2	122.6	119.4	- 2.6
Accessories, tires and batteries .....	532	10,955,800		9,785,000	10,300,000	100.0	65.7	73.6	85.2	89.3	94.0	+ 5.3
Filling stations (1) ..	5,503	66,449,300		80,310,000	86,118,000	100.0	87.9	101.0	116.1	120.9	129.6	+ 7.2

(1) See footnotes on Page 9.

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

[illegible]

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)					% of Change, 1939/38
	Number of Stores	Total Net Sales	1938	1939	1930	1933	1936	1937	1938	1939
Furniture and House- hold Group .....	3,188	101,665,900	78,213,000	79,326,000	100.0	49.9	70.8	81.8	76.9	78.0 + 1.4
Furniture stores .....	1,101	41,016,500	35,656,000	36,698,000	100.0	56.3	78.6	92.2	86.9	89.5 + 2.9
Household appliance stores ..	590	17,798,200	15,184,000	14,791,000	100.0	51.7	75.4	88.5	85.2	83.1 - 2.5
Other home furnishings (including floor cover- ings, curtains, etc.)	559	8,957,000	7,065,000	7,185,000	100.0	55.9	75.7	85.4	78.9	80.2 + 1.7
Radio and music stores ..	938	33,894,200	20,328,000	20,652,000	100.0	39.7	57.8	64.8	60.0	60.9 + 1.6
Restaurants, cafeterias and Eating Places ....	5,609	75,977,100	50,176,000	49,969,000	100.0	54.8	64.2	63.4	66.0	65.8 - 0.4
Other Retail Stores ...	26,949	517,939,500	445,144,000	460,911,000	100.0	65.5	77.3	86.1	85.9	89.0 + 3.5
Farmers' supply stores ..	2,951	45,760,600	43,024,000	40,038,000	100.0	63.7	83.7	99.0	94.0	97.5 - 8.9
Book stores .....	358	8,837,500	7,031,000	7,122,000	100.0	61.2	71.1	79.6	79.6	80.6 + 1.3
Coal and wood yards .....	2,071	86,046,800	77,060,000	83,135,000	100.0	81.8	88.3	91.6	89.6	96.6 + 7.9
Drug stores .....	3,559	76,848,900	68,184,000	69,643,000	100.0	74.5	83.4	89.4	83.7	90.6 + 2.2
Florists .....	689	9,264,700	6,950,000	6,772,000	100.0	60.1	69.6	76.8	75.0	73.1 - 2.6
Jewellery stores .....	1,532	26,662,600	21,362,000	23,044,000	100.0	56.4	74.5	82.3	80.2	86.4 + 7.3
Office, school and store supplies and equipment dealers .....	395	19,829,300	17,953,000	18,551,000	100.0	50.4	79.0	93.8	90.5	93.6 + 3.3
Tobacco stores and stands	2,420	50,702,800	26,640,000	27,323,000	100.0	70.3	79.8	86.7	86.8	89.0 + 2.6
Government liquor stores(2) .....	651	100,694,600	77,298,000	81,227,000	100.0	54.5	65.5	73.8	76.8	80.7 + 5.1
Unclassified kinds of business .....	12,323	113,291,100	99,642,000	104,056,000	100.0	61.7	75.8	85.9	83.0	91.8 + 4.4

(1) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(2) Due to changes in method of reporting exact comparisons of figures for various years are not valid.

NOTE: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.



CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces

	1930	1933	1938	1939
<b>CANADA, Total (1) --</b>				
Chains .....	518	461	457	446
Stores (maximum) ..	8,504	8,230	7,692	7,595
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 414,448,300	\$ 2,447,658,000
Total sales .....	\$ 2,755,569,900	\$ 1,785,768,000	\$ 2,404,756,000	\$ 432,026,100
%, chains to total.	17.7	18.4	17.2	17.7
<b>Prince Edward Island ---</b>				
Chains .....	7	5	8	9
Stores (maximum) ..	12	8	9	9
Chain sales .....	\$ 678,700	\$ 350,900	\$ 508,100	\$ 537,400
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 11,122,000	\$ 11,431,000
%, chains to total.	4.9	3.9	4.6	4.7
<b>Nova Scotia --</b>				
Chains .....	48	50	49	49
Stores (maximum)...	227	283	293	290
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 18,148,300	\$ 19,580,000
Total sales .....	\$ 99,519,900	\$ 68,839,000	\$ 95,819,000	\$ 98,864,000
%, chains to total.	12.2	17.0	18.9	19.8
<b>New Brunswick ---</b>				
Chains .....	42	41	46	46
Stores (maximum) ..	163	190	216	219
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 12,718,800	\$ 13,311,000
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 71,637,000	\$ 74,276,000
%, chains to total.	14.2	14.5	17.8	17.9
<b>Quebec ---</b>				
Chains .....	175	147	135	134
Stores (maximum) ..	1,698	1,668	1,416	1,344
Chain sales .....	\$ 117,100,400	\$ 73,398,300	\$ 82,738,300	\$ 82,048,600
Total sales .....	\$ 651,138,500	\$ 422,297,000	\$ 561,192,000	\$ 564,537,000
%, chains to total.	18.0	17.4	14.7	14.5
<b>Ontario --</b>				
Chains .....	250	217	235	233
Stores (maximum) ..	3,276	3,210	3,114	3,102
Chain sales .....	\$ 214,391,300	\$ 150,908,000	\$ 185,901,800	\$ 194,347,400
Total sales .....	\$ 1,099,990,200	\$ 741,630,000	\$ 988,696,000	\$ 1,002,071,000
%, chains to total.	19.5	20.3	18.8	19.4
<b>Manitoba --</b>				
Chains .....	91	73	62	61
Stores (maximum) ..	434	374	323	327
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 17,797,300	\$ 18,617,100
Total sales .....	\$ 189,243,900	\$ 122,045,000	\$ 160,690,000	\$ 161,835,000
%, chains to total.	11.7	11.2	11.1	11.5

(1) Includes Yukon and Northwest Territories.



CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces--Concl'd)

	1930	1933	1938	1939
Saskatchewan --				
Chains .....	101	90	83	83
Stores (maximum) ...	1,234	1,046	977	979
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 22,290,100	\$ 26,199,900
Total sales .....	\$ 189,181,100	\$ 103,091,000	\$ 129,309,000	\$ 144,477,000
%, chains to total .	18.0	20.1	17.2	18.1
Alberta --				
Chains .....	104	93	81	82
Stores (maximum) ...	682	637	564	572
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 27,420,800	\$ 29,317,800
Total sales .....	\$ 176,537,100	\$ 109,074,000	\$ 161,491,000	\$ 164,211,000
%, chains to total .	14.1	15.8	17.0	17.9
British Columbia --				
Chains .....	92	81	77	73
Stores (maximum) ...	692	740	708	692
Chain sales .....	\$ 47,875,300	\$ 32,405,600	\$ 45,510,500	\$ 46,868,700
Total sales .....	\$ 248,597,500	\$ 155,747,000	\$ 222,386,000	\$ 223,769,000
%, chains to total .	19.3	20.8	20.5	20.9

Note: The chain store figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. All department stores are considered as independents.

CANADA—RETAIL MERCHANDISE TRADE, 1939

Table 4.—Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933	1938	1939
<b>ALL STORES, TOTAL</b>				
Chains .....	518	461	457	446
Stores (maximum) ...	8,504	8,230	7,692	7,595
Stores (average) ...	8,097	7,900	7,356	7,215
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 414,448,300	\$ 432,026,100
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,404,756,000	\$2,447,658,000
%, chains to total .	17.7	18.4	17.2	17.7
<b>Grocery and Combination Stores</b>				
Chains .....	66	75	77	73
Stores (maximum) ...	2,127	2,221	2,054	1,887
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 116,849,800	\$ 123,826,200
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 346,397,000	\$ 351,410,000
%, chains to total .	29.5	33.3	33.7	35.2
<b>Variety, 5-and-10, and to-a-dollar Stores</b>				
Chains .....	15	14	16	16
Stores (maximum) ...	327	356	468	489
Chain sales .....	\$ 39,383,600	\$ 33,348,600	\$ 47,256,700	\$ 51,416,000
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 52,556,000	\$ 57,027,000
%, chains to total .	89.1	89.5	89.9	90.2
<b>Men's and Boys' Clothing and Furnishings (including custom tailors)</b>				
Chains .....	22	14	17	14
Stores (maximum) ...	191	135	164	138
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 6,961,400	\$ 6,364,600
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 56,543,000	\$ 58,058,000
%, chains to total .	13.7	12.2	12.3	11.0
<b>Family Clothing Stores</b>				
Chains .....	13	12	17	17
Stores (maximum) ...	58	63	89	93
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 8,163,000	\$ 8,900,500
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 40,559,000	\$ 42,206,000
%, chains to total .	11.3	21.3	20.1	21.1
<b>Women's Apparel and Accessories Stores</b>				
Chains .....	28	15	20	19
Stores (maximum) ...	203	148	213	215
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 6,198,700	\$ 6,037,400
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 50,572,000	\$ 52,520,000
%, chains to total .	12.3	9.0	12.3	11.5
<b>Shoe Stores</b>				
Chains .....	17	22	25	29
Stores (Maximum) ...	203	274	368	399
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 10,017,000	\$ 10,664,600
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 29,288,000	\$ 29,327,000
%, Chains to total .	21.5	27.4	34.2	36.4

CANADA--RETAIL MERCHANDISE TRADE, 1939

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Concl'd)

	1930	1933	1938	1939
Lumber and Building				
Material Dealers -				
Chains .....	46	42	35	31
Yards (maximum) ....	1,035	883	804	779
Chain sales .....	\$18,597,500	\$ 9,505,700	\$13,464,300	\$14,489,000
Total sales .....	\$66,200,700	\$29,331,000	\$45,321,000	\$48,716,000
%, chains to total .	28.1	32.4	29.7	29.7
Furniture Stores -				
Chains .....	8	9	7	7
Stores (maximum) ...	96	84	76	81
Chain sales .....	\$ 9,367,900	\$ 4,317,000	\$ 4,793,100	\$ 5,492,800
Total sales .....	\$41,016,500	\$23,073,000	\$35,656,000	\$36,698,000
%, chains to total .	22.8	18.7	13.4	15.0
Restaurants, Cafeterias and Eating Places -				
Chains .....	21	17	14	15
Stores (maximum) ...	262	240	210	213
Chain sales .....	\$13,438,600	\$ 7,129,300	\$ 6,917,400	\$ 7,180,700
Total sales .....	\$75,977,100	\$41,667,000	\$50,176,000	\$49,969,000
%, chains to total .	17.7	17.1	13.8	14.4
Drug Stores -				
Chains .....	31	29	33	31
Stores (maximum) ...	292	301	347	345
Chain sales .....	\$13,971,300	\$11,001,500	\$14,127,100	\$14,251,800
Total sales .....	\$76,848,900	\$57,253,000	\$68,164,000	\$69,643,000
%, chains to total .	18.2	19.2	20.7	20.5
Office, Store and School Supplies and Equipment Dealers -				
Chains .....	16	11	12	12
Stores (maximum) ...	173	144	152	155
Chain sales .....	\$11,134,200	\$ 5,332,100	\$10,571,800	\$10,986,800
Total sales .....	\$19,829,900	\$10,003,000	\$17,953,000	\$18,551,000
%, chains to total .	56.1	53.3	58.9	59.2
Tobacco Stores and Stands -				
Chains .....	9	9	9	9
Stores (maximum)....	215	234	217	217
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 6,047,400	\$ 6,029,000
Total sales .....	\$30,702,800	\$21,586,000	\$26,640,000	\$27,323,000
%, chains to total .	25.4	25.2	22.7	22.1

Note: The chain store figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. All department stores are considered as independents.









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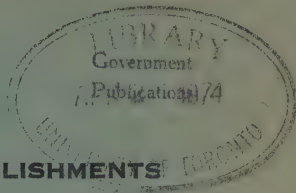
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Minister of Trade and Commerce.

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISE AND SERVICE ESTABLISHMENTS**



**RETAIL MERCHANDISE TRADE**

**IN**

**CANADA**

**CALENDAR YEAR**

**1940**



**OTTAWA**  
**1941**

**Price 25 cents**





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Minister of Trade and Commerce

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA - CANADA

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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Canada, 1940

Customers spent more money in retail trading establishments in Canada in 1940 than in any other year since 1930 according to calculations made for the annual survey of retail trade made by the Internal Trade Branch of the Dominion Bureau of Statistics. Sales for 1940 are estimated at \$2,736,868,000, up 12 per cent from 1939, 53 per cent above the low point reached in 1933 and within one per cent of the \$2,755,569,900 recorded for 1930. Indexes of sales on the 1930 base stand at 99.3 for 1940, 88.8 for 1939, 87.3 for 1938, and 64.8 for 1933.

The sales figure of \$2,755,569,900 quoted for 1930 in the preceding paragraph is the total recorded in the results of the first complete census of all trading establishments taken in connection with the decennial census of 1931. Indexes of sales for subsequent years are derived from the aggregates of sales figures submitted annually by a large sample of retail firms. Estimates of dollar sales for years following 1930 are obtained by applying to the dollar volume for that year the trend value as derived from the annual sample. The \$2,736,868,000 estimate now made for 1940 differs but little from the preliminary estimate of \$2,729,000,000 made early in the year and computed from the annual averages of monthly index numbers<sup>(1)</sup> based on sales figures reported monthly by a smaller sample of retail stores.

A marked increase in sales of stores specializing in household furniture or equipment constitutes the outstanding feature of the retail trade for 1940. Sales of stores specializing in radios or electrical appliances increased but little during the first few months of the war, the underlying trend for the last four months of 1939 standing only 3 per cent above the level of the twelve-month period terminating at the end of August, 1939. But as industrial production got under way and employment and wage levels rose, more purchasing power became available for the purchase of commodities of higher unit value and a definite upward trend in the sales of radio and electrical stores took place during the first part of the year under review. This upward trend continued until the month of June when heavy demand for radios following the outbreak of hostilities on the Western Front, together with fear of higher prices resulting from anticipated new taxation schedules in the June budget combined to effect a major peak. The trend value of sales for June as measured by the seasonally adjusted index in the monthly series stood 63 per cent above the pre-war level.

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(1) Monthly Indexes of Retail Sales. Annual subscription, \$1.00.

Subsequent months witnessed a return to more normal levels, the underlying trend moving downward until the month of December, when a second major peak in purchasing of electrical equipment and supplies was recorded. The War Exchange Conservation Act introduced at the beginning of December provided for a 25 per cent excise tax on the manufacturers' prices of radios, radio tubes, phonographs, gas and electrical household appliances. The tax did not apply to stocks in dealers' hands. A brisk Christmas trade and forward buying to take advantage as far as possible of tax exempt merchandise already in retail stocks resulted in a peak in sales exceeding that of June, the seasonally adjusted index standing 64 per cent above the average for the twelve-month period ending with the outbreak of the war. Annual sales for stores specializing chiefly in electrical appliances were 24 per cent higher in 1940 than in 1939; radio and musical instrument store sales gained 23 per cent, while furniture stores registered an increase of 20 per cent.

Motor vehicle dealers transacted 16 per cent more business in 1940 than in 1939, sales for 1940 standing at \$351,041,000. This represents the increase in total annual business of firms engaged in the sale of motor vehicles and including not only gross receipts from the sale of motor vehicles but also receipts from all subsidiary activities carried on by these dealers such as the sale of gas, oil, accessories and receipts from services and repairs. Monthly figures covering dealers' deliveries of new motor vehicles are reported to the Bureau of Statistics by the Canadian manufacturers and by the Canadian distributors of imported makes. Deliveries to the government for war purposes are not included. Aggregates of these monthly statements show that there were 130,552 new motor vehicles sold in Canada for \$148,845,278 in 1940, up 14 per cent in number and 18 per cent in value compared with the preceding year. Included in these totals are 101,789 new passenger models which retailed for \$114,928,833, up 13 per cent in number and 18 per cent in value over 1939. There were also 28,763 new commercial vehicles sold for \$33,916,445 in 1940, gains of 17 per cent in number and 18 per cent in value being recorded.

Gains in motor vehicle sales in 1940 over 1939 were due to marked increases in the first half of the year rather than to a continuous upward trend throughout the entire period. The number of new motor vehicles sold in the first six months of 1940 exceeded by 27 per cent the number sold in the corresponding period of 1939, passenger model sales increasing 28 per cent and commercial models 25 per cent. Marked gains in the early months of 1940 over the corresponding months of 1939 must be interpreted in the light of conditions prevailing in the earlier period, sales during the first part of 1939 standing materially below the levels of previous years. A pronounced increase amounting to 42 per cent in sales for June, 1940 over June, 1939, reflects anticipation of higher prices of motor vehicles following the June budget in which an excise tax, ranging from 10 per cent upwards according to value and based on the manufacturers' price or on the duty paid value of imported makes was provided. These excise taxes were revised upwards in December, the rate of taxation on lower priced models being increased from 10 per cent to 20 per cent.

Country general store sales are estimated at \$203,652,000 for 1940, an increase of only 6 per cent over the preceding year. Increases in country general store sales in New Brunswick and Quebec exceeded those recorded in other provinces. On the other hand, only minor increases of 4 per cent and 2 per cent were recorded in Manitoba and Saskatchewan, the smaller gains in these instances being due in part to the lower cash income from the sale of farm products in these provinces arising from the deferred marketing of a portion of the 1940 wheat crop until the early months of the new year.



Stores specializing in the sale of food products are estimated to have transacted business to the value of \$569,686,000 in 1940, up 9 per cent from the preceding year. Grocery stores, including grocery stores having meat departments, form the most important classification of retail trade in the food group and the increase for this trade was similar to that for the group as a whole. Part of the increase in food store sales must be attributed to price changes. The Bureau's retail price index for food products averaged 5.5 per cent higher in 1940 than in 1939. Although the price indexes are not so constructed as to warrant their use as an exact measure in deflating the retail sales figures, they do give some indication of the extent to which increased dollar volume of retail food store sales may be attributed to changes in price levels.

Department store sales totalled \$324,973,000 in 1940, up 12 per cent from the preceding year. Annual sales by departments furnished by a large sample of the department store trade indicates that sales of departments specializing in furniture, household appliances and electrical supplies and home furnishings increased to a greater extent than did departments specializing in other commodities. Sales of household appliances and electrical supplies in department stores increased 23 per cent between 1939 and 1940. Furniture sales increased 20 per cent and home furnishings 18 per cent. The radio and musical instrument department was up 15 per cent; hardware and kitchen utensils also gained 15 per cent, while smaller increases ranging from 6 per cent for the food department to 13 per cent for women's and children's apparel were registered for other departments for which separate details are available.(1)

The variety store continues to expand in Canada, sales of \$66,780,000 in 1940 exceeding by 17 per cent the volume of business transacted in the preceding year and 51 per cent higher than the sales recorded for 1930, the earliest year for which comparable figures are available. Two factors contribute to the increase in dollar sales of variety stores. In the first instance, this type of business is popular with the class of wage earners whose incomes have been rising most rapidly since the beginning of the war. The effect of price changes is another factor to be considered. The chain type of distribution continues to predominate in the variety store field. There were 16 variety chain companies in Canada in 1940 with 504 stores and \$60,718,600 sales. In the preceding year there were also 16 companies with 489 stores and \$51,416,000 sales, while in 1940 there were 15 companies, 327 unit stores, and \$39,383,600 sales.

Sales of stores specializing in clothing and apparel gained 13 per cent between 1939 and 1940. A considerable portion of this increase may be attributed to price changes which, according to the Bureau's index of retail clothing prices increased by 8.4 per cent during the same interval. Sales of men's and boys' clothing stores gained 12 per cent; family clothing store sales increased 15 per cent; women's clothing store sales gained 13 per cent, while shoe store sales were up 10 per cent.

Hardware stores transacted 10 per cent more dollar business in 1940 than in the preceding year. Sales of retail lumber and building material dealers averaged 7 per cent higher in the year under review. Increases for this type of business were much greater in the Prairie Provinces than elsewhere, amounting to 19 per cent in Manitoba, 26 per cent in Saskatchewan and 18 per cent in Alberta. The more pronounced increases in the Western Provinces reflects in part the demand for these commodities in the latter part of the year in order to provide storage facilities for that portion of the 1940 wheat crop whose marketing was deferred in accordance with government policy until the spring of 1941.

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(1) Changes in department store sales by departments between 1939 and 1940 are contained in the January, 1941 issue of "Monthly Indexes of Retail Sales" available from the Dominion Bureau of Statistics.

Drug store sales in Canada are estimated at \$75,473,000 for 1940, up 8 per cent from 1939, while jewellery store sales gained 22 per cent from \$23,044,000 in 1939 to \$28,090,000 in 1940. Book store sales gained 9 per cent, retail coal and wood yards 7 per cent and tobacco stores and stands 11 per cents.

### Chain Stores

The proportion of the total retail trade transacted by chains increased slightly between 1939 and 1940. During the year under review there were 451 chain store companies which operated a total of 7,522 stores and had sales of \$508,553,900, or 18.6 per cent of the total trade of all retail stores including both chains and independents. The chain store figures herein quoted refer to corporate chains only and including the operations of groups of four or more stores under the same ownership or management. Voluntary chains are not included in these figures, but for census purposes voluntary chains are considered as independents. It should also be noted that all department stores are classified as independents, irrespective of the number of units operated by any one company.

In 1939, there were 446 chain companies and these operated 7,595 stores whose sales of \$432,026,100 formed 17.7 per cent of the total retail trade for that year. The ratio of chain to total sales for earlier years are 17.2 per cent for 1938, 16.9 per cent for 1937, 18.4 per cent for 1933, and 17.7 per cent for 1930. For the eleven-year period for which figures are available, the ratio of chain to total sales has varied from 16.9 per cent in 1937 to 18.8 per cent in 1932.

There were 66 grocery chain companies in Canada in 1940, consisting of firms operating either grocery stores or grocery stores with meat departments. These 66 companies operated a total of 1,650 individual stores whose sales amounted to \$140,805,700, or 36.7 per cent of the total figure estimated for all similar stores, including both chains and independents. In 1939 the ratio of chain to total sales for this trade was 35.2 per cent, 73 chain companies operating 1,877 stores and having sales of \$123,826,200.

Chains are of growing importance in the shoe retailing field, the number of chain companies increasing from 17 in 1930 to 31 in 1940. In the latter year, the 31 chain companies operated 420 stores with sales of \$12,408,500, or 38.5 per cent of all stores specializing in the sale of shoes and classified for census purposes as shoe stores. In 1939 the ratio was 36.4 per cent, in 1938 it was 34.2 per cent while in 1930 it was 21.5 per cent.

Drug chains numbered 32 in 1940 and these operated 354 stores with \$15,613,000 sales, an amount which formed 20.7 per cent of the total business of all drug stores. Ratios of chain to total sales for drug stores for earlier years are 20.5 per cent for 1939, 20.7 per cent for 1938, and 18.2 per cent for 1930 in which year 31 chain companies operated 292 stores with sales of \$13,971,300.

Ratios of chain to total sales in 1940 for other lines of business in which the chain store type of distribution is important, with figures for 1939 in brackets, are as follows: men's and boys' clothing stores, 11.0 per cent (11.0 per cent); family clothing stores, 21.5 per cent (21.1 per cent); women's clothing stores, 13.9 per cent (11.5 per cent); lumber and building material dealers, 32.5 per cent (29.7 per cent); furniture stores, 22.7 per cent (15.0 per cent); restaurants, 14.6 per cent (14.4 per cent); and tobacco stores, 21.6 per cent (22.1 per cent).



The proportion of total retail trade transacted by chains was largest in 1940 in British Columbia, amounting to 23.8 per cent and it was lowest in Prince Edward Island at only 4.6 per cent. Ratios for other provinces fell between these limits and were as follows: Manitoba, 12.5 per cent; Quebec, 15.2 per cent; Saskatchewan, 18.2 per cent; Alberta, 18.8 per cent; New Brunswick, 19.2 per cent; Ontario, 20.0 per cent; Nova Scotia, 20.9 per cent. The Prince Edward Island ratio of chain to total sales for 1940 was practically unchanged from 1939, while in each of the other provinces a slight increase in the proportion of chain to total business was recorded.

#### Description of Method Used in Constructing Indexes of Retail Sales

Figures for the basic year 1930, as shown in this report, were secured for the Census of Merchandising and Service Establishments, 1931, when returns were sent in by every retail firm in the country. Total sales figures for years subsequent to 1930 are computed from the 1930 figures as base, together with trends in sales derived from returns secured each year from all chain stores and from a representative number of independent establishments. In all, including both chains and independents, reports have been received from about 28,000 retail stores and it is estimated that these transacted approximately 65 per cent of the total retail trade of the country in 1940. The reports which have been secured have been used in determining the most probable value of sales of those firms which do not report to the annual Census. The sales figures given in this bulletin, therefore, relate to the total estimated retail trade of the country and not only to those units from which returns have been secured.

It is, therefore, evident that figures presented in this report for the years 1931 to 1940 are estimates based on indexes computed from returns from a sample number of firms. The chief factor which may not be reflected in the sales indexes is variation in trade due to changes in the number of stores in operation. No information is available to show the extent to which firms going out of business have been replaced by new stores of a similar nature. The natural tendency of the method is to underestimate the extent of the decline in business during a period of recession and likewise to underestimate the extent of the recovery when the cycle turns upward once more. This factor is of chief importance in certain kinds of business dealing chiefly in durable or luxury lines of merchandise such as automobile dealers, furniture stores, radio and music stores. There is evidence to show that the total number of gasoline filling stations has increased during recent years. For this reason, the trend in sales for gasoline filling stations has been re-computed on the basis of gallonage figures as reported to the provincial governments and retail gasoline prices rather than on the basis of the business of those stations reporting to the annual survey of retail trade. In spite of the limitations attending the methods of calculation, it is believed that a fair degree of accuracy attends the results for the total retail trade as a whole and for most of the individual lines of business for which figures are shown.

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CANADA--RETAIL MERCHANDISE TRADE, 1940

Table 1.--Summary of Retail Merchandise Trade, by Provinces, 1930 - 1940

Province	Total Net Sales (Estimated)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/39
	1930	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940	
	\$	\$	\$										
CANADA, Total (1) ...	2,755,569,900	2,447,658,000	2,736,868,000	100.0	64.8	71.1	74.6	80.1	89.0	87.3	88.8	99.3	+ 11.8
Prince Edward Island .....	13,773,700	11,431,000	12,018,000	100.0	64.7	70.3	71.9	82.4	85.3	80.7	83.0	87.3	+ 5.1
Nova Scotia .....	99,519,900	98,864,000	110,660,000	100.0	69.2	77.2	81.6	88.7	99.8	96.3	99.3	119.2	+ 20.0
New Brunswick .....	84,371,900	74,276,000	86,399,000	100.0	62.1	69.1	73.1	79.4	90.9	84.9	88.0	102.4	+ 16.3
Quebec .....	651,138,500	564,537,000	623,189,000	100.0	64.9	69.0	71.3	76.5	86.9	86.2	86.7	95.7	+ 10.4
Ontario .....	1,099,990,200	1,002,071,000	1,129,821,000	100.0	67.4	74.9	78.0	83.0	92.9	89.9	91.1	102.7	+ 12.7
Manitoba .....	189,243,900	161,835,000	176,505,000	100.0	64.5	69.4	73.4	78.5	85.2	84.9	85.5	93.3	+ 9.1
Saskatchewan .....	189,181,100	144,477,000	162,228,000	100.0	54.5	59.4	63.2	69.7	68.3	68.4	76.4	85.8	+ 12.3
Alberta .....	176,537,100	164,211,000	177,537,000	100.0	61.8	69.0	74.0	78.7	86.3	91.5	93.0	100.6	+ 8.1
British Columbia ...	248,597,500	223,769,000	248,333,000	100.0	62.6	69.6	75.8	84.0	93.6	89.5	90.0	99.9	+ 11.0

(1) Includes Yukon and Northwest Territories.

CANADA--RETAIL MERCHANDISE TRADE, 1940

Table 2.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Number of Stores	Sales and Sales, 1930		Total Net Sales, (Estimated)					Indexes of Retail Sales (1930 = 100)					Change, 1940/39
		Total Net Sales	1930	1939	1940	1930	1939	1930	1939	1939	1939	1939	1940	
				\$	\$									
Total, All Stores	125,003	2,755,569,900		2,447,658,000	2,736,868,000	100.0	100.0	80.1	89.0	87.3	88.8	99.3	99.3	+ 11.8
Food Group	44,665	615,476,100		524,146,000	569,686,000	100.0	100.0	78.8	84.4	84.3	85.2	92.6	92.6	+ 8.7
Bakery product stores (manufacturing bakeries not included)	1,213	11,027,600		9,438,000	9,994,000	100.0	100.0	83.6	90.4	88.5	85.6	90.6	90.6	+ 5.9
Candy and confectionery stores	8,981	54,176,100		38,722,000	42,722,000	100.0	100.0	67.8	73.1	71.7	71.5	78.9	78.9	+ 10.3
Dairy product dealers (other than manufacturing dairies)	3,483	37,173,900		37,654,000	41,032,000	100.0	100.0	88.5	96.4	99.7	101.3	110.4	110.4	+ 9.0
Fruit and vegetable stores	1,515	16,293,400		15,036,000	15,776,000	100.0	100.0	88.1	92.0	90.2	92.3	96.9	96.9	+ 4.9
Grocery and combination stores	23,328	405,403,400		351,410,000	384,093,000	100.0	100.0	80.2	85.8	85.4	86.7	94.7	94.7	+ 9.3
Meat markets (including sea foods)	5,379	83,026,200		65,590,000	69,376,000	100.0	100.0	73.0	78.1	79.4	79.0	83.6	83.6	+ 5.8
Other food stores	766	8,375,500		6,296,000	6,693,000	100.0	100.0	71.1	75.8	74.3	75.2	79.9	79.9	+ 6.3
Country General Stores	11,915	228,803,800		192,138,000	203,652,000	100.0	100.0	79.9	86.7	85.6	84.0	89.0	89.0	+ 6.0
General Merchandise Group	2,974	451,542,500		390,027,000	439,687,000	100.0	100.0	79.9	85.2	82.8	86.4	97.4	97.4	+ 12.7
Department stores	148	355,258,600		289,887,000	324,973,000	100.0	100.0	76.9	81.1	78.4	81.3	91.5	91.5	+ 12.1
Dry goods stores	1,899	31,705,600		26,018,000	29,123,000	100.0	100.0	77.7	84.0	81.8	82.1	91.9	91.9	+ 11.9
General merchandise stores	414	20,366,100		17,095,000	18,811,000	100.0	100.0	81.3	89.7	83.1	83.9	92.4	92.4	+ 10.0
Variety stores	513	44,212,200		57,027,000	66,780,000	100.0	100.0	104.7	116.7	118.9	129.0	151.0	151.0	+ 17.1
Automotive Group	13,194	381,959,300		441,246,000	501,091,000	100.0	100.0	96.5	120.2	115.7	115.5	131.2	131.2	+ 13.6
Motor vehicle dealers	2,736	253,607,900		302,889,000	351,041,000	100.0	100.0	101.4	131.2	122.6	119.4	138.4	138.4	+ 15.9
Accessories, tires and batteries	532	10,955,800		10,300,000	11,521,000	100.0	100.0	73.6	85.2	89.3	94.0	105.2	105.2	+ 11.9
Filling stations	5,503	66,449,300		86,118,000	93,417,000	100.0	100.0	101.0	116.1	120.9	129.6	140.6	140.6	+ 8.5

(1) See footnotes on Page 10.





## CANADA - RETAIL MERCHANDISE TRADE, 1940

Table 2.—Total Net Sales and Sales Indexes, by Kinds of Business—(Cont'd.)

Kind of Business	Stores and Sales, 1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)					% of Change, 1940/39
	Number of Stores	Total Net Sales \$	1939 \$	1940 \$	1930	1937	1938	1939	1940	
Furniture and Household Group .....	3,183	101,335,900	79,223,000	93,080,000	100.0	70.8	76.9	78.0	94.5	+ 21.1
Furniture stores .....	1,101	41,013,500	36,638,000	42,924,000	100.0	78.6	83.9	89.5	107.1	+ 19.7
Household appliance stores	590	17,798,200	14,791,000	18,315,000	100.0	75.4	85.2	83.1	102.9	+ 23.8
Other home furnishings (including floor coverings, curtains, etc.) .....	559	8,957,000	7,185,000	8,383,000	100.0	75.7	85.4	80.2	93.6	+ 13.7
Radio and music stores ..	928	32,894,200	20,652,000	25,448,000	100.0	57.8	64.8	60.9	75.1	+ 27.2
Restaurants, cafeterias and Eating Places .....	5,509	75,977,100	49,939,000	54,983,000	100.0	64.2	63.4	65.8	72.4	+ 10.0
Other Retail Stores .....	26,949	517,929,500	430,311,000	517,942,000	100.0	77.3	85.1	89.0	100.0	+ 12.4
Farmers' supply stores ..	2,951	45,760,600	40,038,000	44,158,000	100.0	83.7	93.0	87.5	96.5	+ 10.3
Book stores .....	358	8,837,500	7,122,000	7,746,000	100.0	71.1	79.6	80.6	87.6	+ 8.8
Coal and wood yards .....	2,071	86,045,800	83,135,000	89,271,000	100.0	88.3	91.6	89.6	96.3	+ 7.4
Drug stores .....	3,559	76,848,900	69,643,000	75,473,000	100.0	83.4	89.4	88.7	90.6	+ 8.4
Florists .....	689	9,234,700	6,772,000	7,011,000	100.0	69.6	76.8	75.0	75.7	+ 3.5
Jewellery stores .....	1,532	26,632,600	23,044,000	28,090,000	100.0	74.5	82.3	80.2	86.4	+ 21.9
Office, school and store supplies and equipment dealers .....	395	19,823,900	18,551,000	24,158,000	100.0	79.0	93.8	90.5	92.6	+ 30.2
Tobacco stores and stands	2,420	30,702,800	27,223,000	30,427,000	100.0	79.8	86.7	86.8	89.0	+ 11.4
Government liquor stores(2) .....	351	100,694,600	81,227,000	93,263,000	100.0	65.5	73.8	76.8	80.7	+ 14.8
Unclassified kinds of business .....	12,323	113,391,100	104,056,000	113,340,000	100.0	75.8	85.9	83.0	91.8	+ 13.7

(1) Figures for years subsequent to 1930 have been estimated on basis of gallonage data and retail gasoline prices.

(2) Due to changes in method of reporting, exact comparisons of figures for various years are not valid.

NOTE: The number of stores is shown only for 1930. Sales figures for later years are calculated from the sampling principle. The total number of stores for these years is not known.

CANADA--RETAIL MERCHANDISE TRADE, 1940

Table 3. - Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces

	1930	1933	1939	1940
CANADA, Total (1)				
Chains .....	518	461	446	451
Stores (maximum) ..	8,504	8,230	7,595	7,522
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 432,026,100	\$ 508,553,900
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,447,658,000	\$2,736,868,000
%, chains to total ..	17.7	18.4	17.7	18.6
Prince Edward Island ..				
Chains .....	7	5	9	10
Stores (maximum) ..	12	8	9	10
Chain sales .....	\$ 678,700	\$ 350,900	\$ 537,400	\$ 554,800
Total sales .....	\$ 13,773,700	\$ 8,905,000	\$ 11,431,000	\$ 12,018,000
%, chains to total ..	4.9	3.9	4.7	4.6
Nova Scotia ..				
Chains .....	48	50	49	49
Stores (maximum) ..	227	283	290	284
Chain sales .....	\$ 12,163,300	\$ 11,715,500	\$ 19,580,000	\$ 24,823,300
Total sales .....	\$ 99,519,900	\$ 68,859,000	\$ 98,864,000	\$ 118,660,000
%, chains to total ..	12.2	17.0	19.8	20.9
New Brunswick ..				
Chains .....	42	41	46	45
Stores (maximum) ..	168	190	219	212
Chain sales .....	\$ 11,958,700	\$ 7,581,300	\$ 13,311,000	\$ 16,588,900
Total sales .....	\$ 84,371,900	\$ 52,375,000	\$ 74,276,000	\$ 86,399,000
%, chains to total ..	14.2	14.5	17.9	19.2
Quebec ..				
Chains .....	175	147	134	136
Stores (maximum) ..	1,698	1,668	1,344	1,299
Chain sales .....	\$ 117,100,400	\$ 73,398,300	\$ 82,048,600	\$ 94,922,500
Total sales .....	\$ 651,138,500	\$ 422,297,000	\$ 564,537,000	\$ 623,189,000
%, chains to total ..	18.0	17.4	14.5	15.2
Ontario				
Chains .....	250	217	233	237
Stores (maximum) ..	3,276	3,210	3,102	3,135
Chain sales .....	\$ 214,391,300	\$ 150,908,000	\$ 194,347,400	\$ 226,501,400
Total sales .....	\$1,099,990,200	\$ 741,630,000	\$1,002,071,000	\$1,129,821,000
%, chains to total ..	19.5	20.3	19.4	20.0
Manitoba ..				
Chains .....	91	73	61	62
Stores (maximum) ..	434	374	327	319
Chain sales .....	\$ 22,105,800	\$ 13,619,700	\$ 18,617,100	\$ 22,121,900
Total sales .....	\$ 189,243,900	\$ 122,045,000	\$ 161,835,000	\$ 176,505,000
%, chains to total ..	11.7	11.2	11.5	12.5

(1) Includes Yukon and Northwest Territories

CANADA--RETAIL MERCHANDISE TRADE, 1940

Table 3.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Provinces--(Concl'd)

	1930	1933	1939	1940
Saskatchewan --				
Chains .....	101	90	83	82
Stores (maximum) ...	1,234	1,046	979	945
Chain sales .....	\$ 34,056,300	\$ 20,755,200	\$ 26,199,900	\$ 29,465,800
Total sales .....	\$ 189,181,100	\$ 103,091,000	\$ 144,477,000	\$ 162,228,000
%, chains to total ..	18.0	20.1	18.1	18.2
Alberta --				
Chains .....	104	93	82	84
Stores (maximum) ...	682	637	572	582
Chain sales .....	\$ 24,918,500	\$ 17,269,500	\$ 29,317,800	\$ 33,410,000
Total sales .....	\$ 176,537,100	\$ 109,074,000	\$ 164,211,000	\$ 177,537,000
%, chains to total ..	14.1	15.8	17.9	18.8
British Columbia --				
Chains .....	92	81	73	73
Stores (maximum) ...	692	740	692	673
Chain sales .....	\$ 47,875,300	\$ 32,405,600	\$ 46,868,700	\$ 59,039,500
Total sales .....	\$ 248,597,500	\$ 155,747,000	\$ 223,769,000	\$ 248,333,000
%, chains to total ..	19.3	20.8	20.9	23.8

Note: The chain store figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. All department stores are considered as independents.



## CANADA—RETAIL MERCHANDISE TRADE, 1940

Table 4. Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business

	1930	1933	1939	1940
<b>ALL STORES, TOTAL</b>				
Chains .....	518	461	446	451
Stores (maximum) .....	8,504	8,230	7,595	7,522
Stores (average) .....	8,097	7,900	7,215	7,131
Chain sales .....	\$ 487,336,000	\$ 328,902,600	\$ 432,026,100	\$ 508,553,900
Total sales .....	\$2,755,569,900	\$1,785,768,000	\$2,447,658,000	\$2,736,868,000
%, chains to total ..	17.7	18.4	17.7	18.6
<b>Grocery and Combination Stores</b>				
Chains .....	66	75	73	66
Stores (maximum) .....	2,127	2,221	1,887	1,650
Chain sales .....	\$ 119,498,600	\$ 98,862,100	\$ 123,826,200	\$ 140,805,700
Total sales .....	\$ 405,403,400	\$ 297,307,000	\$ 351,410,000	\$ 384,093,000
%, chains to total ..	29.5	33.3	35.2	36.7
<b>Variety, 5-and-10, and to-a-dollar Stores</b>				
Chains .....	15	14	16	16
Stores (maximum) .....	327	356	489	504
Chain sales .....	\$ 39,383,600	\$ 33,348,600	\$ 51,416,000	\$ 60,718,600
Total sales .....	\$ 44,212,200	\$ 37,256,000	\$ 57,027,000	\$ 66,780,000
%, chains to total ..	89.1	89.5	90.2	90.9
<b>Men's and Boys' Clothing and Furnishings (including custom tailors)</b>				
Chains .....	22	14	14	13
Stores (maximum) .....	191	135	138	129
Chain sales .....	\$ 9,866,800	\$ 5,405,200	\$ 6,364,600	\$ 7,106,700
Total sales .....	\$ 72,110,500	\$ 44,435,000	\$ 58,058,000	\$ 64,848,000
%, chains to total ..	13.7	12.2	11.0	11.0
<b>Family Clothing Stores</b>				
Chains .....	13	12	17	17
Stores (maximum) .....	58	63	93	94
Chain sales .....	\$ 4,746,600	\$ 6,722,000	\$ 8,900,500	\$ 10,410,100
Total sales .....	\$ 42,144,100	\$ 31,582,000	\$ 42,206,000	\$ 48,354,000
%, chains to total ..	11.3	21.3	21.1	21.5
<b>Women's Apparel and Accessories Stores</b>				
Chains .....	28	15	19	24
Stores (maximum) .....	203	148	215	248
Chain sales .....	\$ 8,584,800	\$ 4,029,400	\$ 6,037,400	\$ 8,265,600
Total sales .....	\$ 69,806,000	\$ 44,699,000	\$ 52,520,000	\$ 59,560,000
%, chains to total ..	12.3	9.0	11.5	13.9
<b>Shoe Stores</b>				
Chains .....	17	22	29	31
Stores (maximum) .....	203	274	399	420
Chain sales .....	\$ 7,702,700	\$ 7,114,800	\$ 10,664,600	\$ 12,408,500
Total sales .....	\$ 35,908,000	\$ 25,989,000	\$ 29,327,000	\$ 32,189,000
%, Chains to total ..	21.5	27.4	36.4	38.5

CANADA--RETAIL MERCHANDISE TRADE, 1940

Table 4.--Number of Chains, Chain Stores, Total Chain Store Sales, and Percentage of Chain Store Sales to Total Sales, by Kinds of Business--(Concl'd)

	1930	1933	1939	1940
Lumber and Building Material Dealers --				
Chains .....	46	42	31	31
Stores (maximum) .....	1,035	883	779	773
Chain sales .....	\$18,597,500	\$ 9,505,700	\$14,489,000	\$16,946,800
Total sales .....	\$66,200,700	\$29,331,000	\$48,716,000	\$52,119,000
%, chains to total .....	28.1	32.4	29.7	32.5
Furniture Stores --				
Chains .....	8	9	7	8
Stores (maximum) .....	96	84	81	90
Chain sales .....	\$ 9,367,900	\$ 4,317,400	\$ 5,492,800	\$ 9,961,000
Total sales .....	\$41,016,500	\$23,073,000	\$36,698,000	\$43,934,000
%, chains to total .....	22.8	18.7	15.0	22.7
Restaurants, Cafeterias and Eating Places --				
Chains .....	21	17	15	15
Stores (maximum) .....	262	240	213	222
Chain sales .....	\$13,438,600	\$ 7,129,300	\$ 7,180,700	\$ 8,049,000
Total sales .....	\$75,977,100	\$41,667,000	\$49,969,000	\$54,983,000
%, chains to total .....	17.7	17.1	14.4	14.6
Drug Stores --				
Chains .....	31	29	31	32
Stores (maximum) .....	292	301	345	354
Chain sales .....	\$13,971,300	\$11,001,300	\$14,251,800	\$15,613,000
Total sales .....	\$76,848,900	\$57,253,000	\$69,643,000	\$75,473,000
%, chains to total .....	18.2	19.2	20.5	20.7
Office, Store and School Supplies and Equipment Dealers --				
Chains .....	16	11	12	12
Stores (maximum) .....	173	144	155	158
Chain sales .....	\$11,134,200	\$ 5,332,100	\$10,986,800	\$14,318,600
Total sales .....	\$19,829,900	\$10,003,000	\$18,551,000	\$24,158,000
%, chains to total .....	56.1	53.3	59.2	59.3
Tobacco Stores and Stands --				
Chains .....	9	9	9	7
Stores (maximum) .....	215	234	217	210
Chain sales .....	\$ 7,800,700	\$ 5,446,200	\$ 6,029,000	\$ 6,575,600
Total sales .....	\$30,702,800	\$21,586,000	\$27,323,000	\$30,427,000
%, chains to total .....	25.4	25.2	22.1	21.6

Note: The chain store figures relate to corporate chains only; that is, groups of four or more stores (exclusive only of department stores) under the same ownership and management and carrying on the same or similar lines of business. All department stores are considered as independents.







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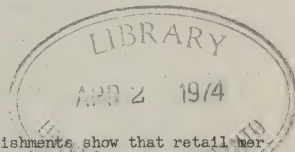
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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

## RETAIL MERCHANDISE TRADE IN CANADA, 1941

(Preliminary Report)

## General Summary



Preliminary results of the Census of Merchandising and Service Establishments show that retail merchandise sales in Canada totalled \$3,311,143,800 through 131,474 stores in 1941, that annual payroll to full-time and to part-time employees but exclusive of proprietors' earnings amounted to \$296,348,700, while retailers' inventories at the close of the year were valued at \$514,872,000.

The Census of Merchandising and Service Establishments forms part of the Decennial Census of 1941 and is the second complete survey of distribution to be taken in Canada. The previous census of trading establishments related to the year 1930 when retail sales in Canada totalled \$2,755,569,900. Dollar sales in 1941 were 20 per cent higher than in the earlier period. (1)

Although annual and monthly surveys of retail trade taken on a sampling basis have served to give an indication of the trend in retail purchasing in recent years, results of the complete census for 1941 provide the first opportunity of observing the changes which have taken place in the retail marketing structure of the country during the past decade. Some of the more important facts revealed in the census results are as follows:

1. A marked increase in the business of stores selling both groceries and meats and classified for census purposes as combination stores. There were 6,155 such stores in 1941 and these had sales of \$297,261,300, up 84 per cent over the volume of business done by 5,162 combination stores in 1930.
2. A pronounced development in the variety store type of business from 513 stores with \$44,212,200 sales in 1930 to 1,027 stores and \$85,012,500 sales in 1941.
3. A major increase in the retail automotive trade as a whole and in the filling station business in particular. There were 5,503 establishments classified as filling stations with \$66,449,300 sales in 1930 and there were 9,581 filling stations and \$148,914,800 sales in 1941. Although changes in definition and methods of classification is a factor to be considered in these comparisons, it is apparent that there was a marked increase both in the number and business of gasoline filling stations between 1930 and 1941.
4. A marked gain in the restaurant trade from 5,609 restaurants with \$75,977,100 receipts in 1930 to 8,547 restaurants and \$122,628,300 receipts in 1941. These figures do not include hotel dining rooms which will be reported on in a special report on hotels.
5. A relatively slight change in the proportion of the total retail trade transacted by chain stores, the overall ratio of chain to total sales increasing from 18.3 per cent in 1930 to 19.6 per cent in 1941.

The scope and form of presentation of the Census of Merchandising report for 1930 varied slightly from that of 1941, figures for the earlier year including certain types of business, either excluded altogether from the 1941 Census or else omitted from the regular retail trade tables and included in a supplementary section of the report. Producer distributors of milk were included in the 1930 Census and omitted altogether in 1941. Figures for line elevators selling feed and coal and for certain types of agencies having no established place of business were included in the main tables of the 1930 report, but will be shown in a supplementary section of the report for 1941. On excluding figures for these types, an increase of approximately 12 per cent in number of retail outlets is recorded between 1930 and 1941, while the increase in dollar volume of business is raised to 22 per cent.

(1) Retail prices in 1941 averaged approximately 8 per cent lower than in 1930.

### Kind-of-Business Summary

For census purposes retail stores are divided into ten broad groups and each group is further subdivided into individual kind-of-business classifications, these classifications depending partly upon popular designation and partly upon the kind of commodities handled. These kind-of-business classifications should not be confused with commodity classes. For example grocery stores carry merchandise other than grocery products while country general stores or department stores carry considerable stocks of grocery items. The sales figures shown in this report relate to the total business of stores classified in a general way according to kind of business or trade and do not represent the sale of individual commodity items. Estimated sales on a commodity basis were secured in connection with the census whenever possible and will be published in a later report.

Comparisons of the figures for individual kind-of-business classifications between the two years are distorted in some instances by changes in definition and methods of classification. They are also affected by changes in the nature of the business transacted by certain stores, changes which may develop gradually or occur suddenly and which may require the transference of the store in question from one kind-of-business classification to another. Some stores transact business on both a wholesale and retail basis and only those stores whose business is transacted chiefly on a retail basis are included in the Retail Section of the Census. Establishments operating chiefly at wholesale are included in the Wholesale Section. Slight changes in the relative proportions of retail and wholesale business transacted by certain firms may have necessitated their transference from one section of the census reports to another. Changes in number of stores and value of sales between the two census periods for individual lines of business, as shown in the accompanying tables, must be interpreted in the light of these factors.

Included in the food group of stores for 1941 were 18,166 grocery stores with sales of \$253,582,900, an increase of 4 per cent above the 1930 figure. There was a marked increase of 84 per cent in the value of business of stores selling both groceries and fresh meat and classified as combination stores. There were 6,155 such stores with \$297,261,300 sales in 1941 compared with 5,162 stores and \$161,704,100 sales in 1930. Stores specializing chiefly in meat products only and classified as meat markets declined in number from 5,017 in 1930 to 4,221 in 1941. Sales for this category declined by 6 per cent from \$78,292,200 in 1930 to \$73,525,000 in the year under review. Combined figures for grocery stores, combination stores and meat markets showed an increase of 29 per cent between the two years.

There were 11,990 stores classified as country general stores in Ontario in 1941 and these had sales of \$199,140,400, down 4 per cent from the volume of business transacted by 11,355 such stores in 1930. Country general stores are defined as stores carrying a general line of merchandise and located in places of less than 2,000 population. Food products are usually sold in these stores but if the sale of such products amounted to as much as 80 per cent of the total business, the store is classified as a grocery store rather than a country general store.

Department stores, variety stores and stores other than country general stores which carry a general line of merchandise are assigned to the General Merchandise Group in the census scheme of classification. There were 3,892 stores in this group in 1941 with sales of \$524,192,600, an increase of 11 per cent over the volume of business transacted by 3,534 stores in 1930. Department stores together with mail-order houses or offices transacted business valued at \$379,751,300 in 1941, up 7 per cent over the volume of business for these types in 1930. It should be noted that the Census of Merchandising is taken on an establishment basis and that mail-order sales are attributed in their entirety to the location of the office where the order was placed rather than being spread over the much wider territory from which that business was drawn. There were 1,027 variety stores with \$85,012,500 sales in 1941 compared with 513 stores and \$44,212,200 sales in 1930.

There were 15,903 establishments engaged in some phase of the automotive trade and, therefore, assigned to the automotive group of stores. These firms had sales of \$566,119,800 in 1941, up 49 per cent over the business transacted by 13,016 establishments in 1930. Included in the totals for 1941 were 2,626 motor vehicle dealers with sales of \$355,840,400, an increase of 40 per cent over the corresponding figure for 1930. There were 9,581 filling stations in Canada with sales of \$148,914,800, up 124 per cent over the business transacted by 5,503 filling stations in the earlier census period. There were also 2,758 establishments classified as garages in 1941 with sales of \$40,044,200, down 16 per cent from the earlier year. The garages included here are establishments combining repairs with the sale of gas, oil, accessories and equipment and where receipts from repairs and other services amounted to less than one-half of the total business. When revenue was reported as being derived chiefly from repairs, the establishment was assigned to the Service Section of the Census rather than the Merchandising. (1)

(1) In addition to the figures reported here, there were 1,477 service garages with \$9,477,600 receipts in 1941 and 1,118 service garages with \$5,547,000 receipts in 1930.



The apparel group of stores included 12,166 establishments with sales of \$280,612,000, up 28 per cent over the business transacted by 10,474 stores in 1930. This group is divided into four main sub-divisions. Stores specializing in men's clothing and furnishings gained 8 per cent in sales between 1930 and 1941, women's specialty shops were up 34 per cent while stores carrying both men's and women's wear and classified as family clothing stores increased their business by 56 per cent. The apparel group also included 1,662 specialty shoe shops with sales of \$43,407,600 in 1941, a gain of 21 per cent over the volume of business transacted by this type of store in 1930.

There were 5,742 establishments assigned to the building materials group with \$166,398,200 sales in 1941, up 1 per cent over the volume of business for this group in the earlier census. Hardware stores form the most important classification within this group. There were 2,935 hardware stores with sales of \$70,492,600, a decline of 1 per cent below the volume of business transacted by 3,001 hardware stores in 1930. There were also 1,541 establishments classified as lumber and building material dealers and these had sales of \$71,407,400 in 1941, a gain of 8 per cent over 1930. These figures relate only to retail places of business, where manufacturing activities are not carried on. They do not include saw mills, planing mills or other establishments combining the sale of lumber and building materials with manufacturing operations. Such establishments are included in the Census of Industry rather than the Census of Merchandising and Service Establishments.

Firms or stores dealing chiefly in furniture, household appliances, musical instruments or other household requirements and included in the furniture-household-appliance-radio group numbered 3,359 in 1941 with \$114,118,600 sales, up 14 per cent over the volume of business transacted by 3,079 firms in 1930. Included in the total figures for 1941 were 1,247 furniture stores with \$61,063,500 sales, up 49 per cent over the earlier census year. On the other hand, stores specializing in household appliances, radios, musical instruments or a combination of these commodities declined in value of business between the two years.

A marked gain was recorded in the restaurant group. There were 8,547 establishments classified as restaurants in 1941 with sales of \$122,628,300, up 61 per cent over the \$75,977,100 sales reported by 5,609 restaurants in 1930. Other important lines of business for which figures are shown in the accompanying tables include drug stores of which there were 3,905 in 1941 with sales of \$98,090,400, up 23 per cent over the business transacted by 3,559 drug stores in 1930. Retail coal and wood yards, including natural ice dealers, numbered 2,663 in 1941 with sales of \$89,686,500, down 1 per cent from the volume of business transacted by this type of establishment in the preceding census year. There were 1,668 jewellery stores in 1941 with sales of \$37,842,300 or 42 per cent more than the volume of business for this trade in 1930. Stores dealing chiefly in tobacco products and classified as tobacco stores or stands numbered 4,486 in 1941 with sales of \$44,552,800, up 45 per cent over the business transacted by 2,420 such stores in 1930. Sales of government liquor stores increased by 19 per cent from \$100,821,100 in 1930 to \$119,590,200 in 1941.

#### Provincial Summary

More than 40 per cent of the retail trade of Canada for 1941 was transacted by stores located in Ontario and another 24 per cent was transacted by stores located in Quebec, these two provinces together accounting for almost two-thirds of the total annual business. The proportions of the total trade secured by the other provinces in 1941 are as follows: British Columbia, 8.9 per cent; Alberta, 6.5 per cent; Manitoba, 6.1 per cent; Saskatchewan, 5.4 per cent; Nova Scotia, 4.8 per cent; New Brunswick, 3.0 per cent; and Prince Edward Island, 0.5 per cent.

All provinces excepting Saskatchewan recorded increases in retail sales in 1941 over 1930, the gain for Nova Scotia being outstanding at 59 per cent. Increases for other provinces were as follows: Ontario, 24 per cent; Alberta, 22 per cent; British Columbia, 19 per cent; Quebec, 19 per cent; New Brunswick, 18 per cent; Prince Edward Island, 9 per cent; and Manitoba, 6 per cent. Saskatchewan sales were 6 per cent lower in 1941 than in 1930. A provincial comparison of stores and sales for the two years is shown below.

#### Summary of Retail Merchandise Trade, by Provinces

	Stores		Sales		% Change 1941/30
	1930	1941	1930	1941	
CANADA (1) .....	125,003	131,474	\$ 2,755,569,900	\$ 3,311,143,800	+ 20.2
Prince Edward Island .....	851	834	13,773,700	14,952,600	+ 8.6
Nova Scotia .....	6,464	6,532	99,519,900	158,634,400	+ 59.4
New Brunswick .....	4,434	4,774	84,371,900	99,904,500	+ 18.4
Quebec .....	34,286	37,940	651,138,500	776,824,900	+ 19.3
Ontario .....	43,045	45,453	1,099,990,200	1,368,278,700	+ 24.4
Manitoba .....	6,859	6,891	189,243,900	200,821,000	+ 6.1
Saskatchewan .....	10,841	9,536	189,181,100	178,746,900	- 5.5
Alberta .....	8,592	8,758	176,537,100	214,748,200	+ 21.6
British Columbia .....	9,501	10,653	248,597,500	295,132,700	+ 18.7

(1) Includes Yukon and Northwest Territories.

### Chain Stores

The proportion of the total retail trade of Canada transacted by chains increased but slightly between 1930 and 1941. There were 8,009 units of chain stores in 1941 with \$648,605,600 sales or 19.6 per cent of the total business of all stores including both chains and independents. In 1930 there were 8,476 chain units with \$503,684,000 sales, which formed 18.3 per cent of the total retail business. Chains are taken to include all retail organizations operating four or more places of business exclusive only of department stores or mail-order houses. All department stores and mail-order houses are classified for census purposes as independents irrespective of the number of units operated by any one firm. The chain figures relate to corporate chains only. Voluntary chains in which the individual firms are independently owned and operated but are grouped for buying and advertising purposes are classified as independents rather than as chains.

The proportion of the total business secured by chains was practically unchanged in 1941 from 1930 in the retail drug trade and in the food retailing field; it increased considerably for specialty shoe stores and it decreased in the case of filling stations due to the transition of many filling stations to a leased rather than company-operated basis. There were 1,526 chain units specializing in the sale of grocery or both grocery and meat products with sales of \$169,771,700 in 1941 or 30.8 per cent of the total business of all grocery and combination stores. In 1930 the ratio was 30.4 per cent, 2,093 chain stores having \$123,246,800 sales. There were 352 drug chain units with \$18,427,400 sales in 1941 and 289 units with \$14,273,600 sales in 1930, the ratio of chain to total sales standing at 18.8 per cent for 1941 and at 18.6 per cent for the earlier period.

In the specialty shoe retailing field there were 198 chain units in 1930 and 455 chain units in 1941, the ratio of chain to total sales increasing from 21.1 per cent in the earlier year to 37.4 per cent in the latter. On the other hand, there was a marked reduction in filling station chains from 732 units in 1930 to 320 units in 1941, the proportion of chain to total business for all filling stations declining from 24.8 per cent to 7.7 per cent.

Results on a regional basis show that chains transact the smallest proportion of the total retail business in Prince Edward Island and the largest proportion in Ontario. Comparative figures for 1930 and 1941 also show that the proportion of the total business transacted by chains decreased over this period in Prince Edward Island and in Quebec and increased in all other provinces. Ratios of chain to total sales for each province for 1941 with figures for 1930 in brackets are as follows: Prince Edward Island, 3.2 per cent (4.9 per cent); Nova Scotia, 19.3 per cent (12.3 per cent); New Brunswick, 20.3 per cent (12.3 per cent); Quebec, 17.0 per cent (18.5 per cent); Ontario, 21.6 per cent (20.3 per cent); Manitoba, 13.6 per cent (12.0 per cent); Saskatchewan, 20.7 per cent (18.7 per cent); Alberta, 18.9 per cent (14.5 per cent); and British Columbia, 21.4 per cent (19.8 per cent).

### Scope of Report

This report is one of a series presenting preliminary results of the Census of Merchandising and Service Establishments, 1941. This census was taken by mail, the mailing list for the purpose having been prepared by the population census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

This report presents only summary results of the retail merchandise trade and shows the number of stores, value of sales, annual payroll and year-end inventory for stores classified by kind of business. Separate figures for chains and independent stores are also given. More detailed reports giving complete information on personnel and payroll, operating expenses, instalment sales and estimated sales on a commodity basis are in course of preparation. Separate reports will also be issued relating to wholesale trading establishments and the types of service establishments which came within the scope of the census.

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- Table 1. CANADA--Retail Merchandise Trade, by Kinds of Business  
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941.
- Table 2. CANADA--Retail Merchandise Trade, by Types of Operation.  
Comparison of Stores and Sales for 1930 and 1941, by Kinds of Business.
- Table 3. CANADA--Retail Merchandise Trade, by Types of Operation,  
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Table 1. CANADA--Retail Merchandise Trade, by Kinds of Business  
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (n.c.) placed after a classification indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES .....	125,003	131,474	\$ 2,755,569,900	\$ 3,311,143,300	+ 20.2	\$ 296,348,700	\$ 514,872,000
Total, Comparable Stores (1) .....	115,166	123,951	2,700,712,100	3,280,292,300	+ 21.5	294,436,000	511,582,800
Food Group .....	44,665	45,294	615,476,100	754,696,800	+ 22.6	45,564,400	57,234,700
Bakery products stores (2) .....	1,213	981	11,027,600	9,797,700		1,526,100	390,100
Candy and confectionery stores --							
Candy, nut stores .....	212	216	3,518,600	3,600,300	+ 16.1	453,800	156,600
Confectionery stores .....	8,769	10,323	50,657,500	59,273,500		3,550,700	4,956,100
Dairy products dealers --							
Dairy products stores (3) .....	179	628	5,280,600	20,296,000		2,867,600	625,300
Eggs and poultry stores .....	190	206	1,833,200	2,733,100		112,900	83,900
Milk dealers (n.c.) (4) .....	3,114	124	30,010,100	4,387,100		756,200	30,100
Fruit and vegetable stores .....	1,515	1,460	16,293,400	21,756,800	+ 33.5	1,069,900	949,400
Grocery stores (without fresh meats) .....	18,166	20,330	243,699,300	253,582,900	+ 4.1	10,953,200	23,825,300
Combination stores (groceries and meats) .....	5,162	6,155	161,704,100	297,261,300	+ 83.8	18,255,700	18,294,400
Meat markets (including sea foods) --							
Meat markets .....	5,017	4,221	78,292,200	73,325,000	- 6.1	5,094,100	2,262,200
Fish markets .....	362	245	4,734,000	2,912,000		250,500	113,200
Other food stores --							
Caterers .....	6	34	94,500	1,161,100		295,000	60,900
Coffee, tea and spice stores .....	132	73	2,527,900	1,075,900		109,300	204,300
Delicatessen stores .....	213	161	2,370,600	2,626,000		249,700	115,500
Food stores with non-food departments .....	143	21	1,884,700	505,600		13,700	109,600
Other food stores .....	267	56	1,298,000	402,700		26,000	58,000
Country General Stores .....	11,355	11,990	207,657,000	199,140,400	- 4.1	8,163,600	61,314,400
General Merchandise Group .....	3,534	3,892	472,689,300	524,122,600	+ 10.9	72,099,700	100,444,500
Mail-order offices .....							
Department stores .....	143	373	355,258,600	379,751,300	+ 6.9	57,649,800	68,475,300
General merchandise and dry goods stores .....	2,873	2,352	73,218,500	59,428,800	- 18.8	4,389,800	19,960,900
Variety stores .....	513	1,027	44,212,200	85,012,500	+ 92.3	9,560,100	12,008,300
Automotive Group .....	13,016	15,905	380,914,900	566,119,800	+ 48.6	45,866,600	56,380,200
Motor vehicle dealers --							
Automobile dealers .....	2,350	1,790	242,613,700	226,709,300	+ 40.3	19,947,500	27,903,200
Automobile dealers with wholesale car depts. ....		205		76,791,000		7,667,700	10,820,300
Automobile dealers with farm implements .....	294	363	8,965,700	21,694,400		1,614,800	3,104,100
Used car dealers .....	92	268	2,028,500	10,645,700		663,000	1,293,600
Accessories, tire and battery shops .....	532	778	10,955,800	13,193,200	+ 66.1	2,054,800	2,566,500
Garages .....	4,140	2,758	47,559,800	40,044,200	- 15.8	4,677,700	3,383,600
Filling stations .....	5,503	9,581	66,449,300	148,914,800	+124.1	8,955,500	6,754,800
Other automotive establishments --							
Motorcycle dealers .....	14	15	450,100	953,200		93,600	91,000
Motorcycle and bicycle dealers .....	36	31	991,800	1,074,000		90,800	217,100
Aircraft and accessories .....	4	3	137,400	165,500		25,300	59,700
Boats, motorboats, canoes, yachts .....	29	14	458,200	124,300		7,600	17,900
Boats (gas, oil, accessories and repairs) .....	22	97	304,600	805,200		68,300	168,400
Apparel Group .....	10,474	12,166	219,968,600	280,612,000	+ 27.6	27,915,700	79,247,500
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores ..	1,603	1,714	46,810,600	53,712,200		4,628,600	18,253,400
Men's furnishings stores .....	528	328	8,976,000	6,427,400	+ 8.2	460,900	2,193,800
Men's hat stores .....	60	50	1,436,600	1,375,400		214,200	338,200
Custom tailors and made-to-measure clothing .....	1,724	1,357	14,337,300	16,555,000		2,379,500	2,171,500
Family clothing stores .....	1,149	1,746	42,144,100	65,816,500	+ 56.2	6,240,300	22,942,800
Women's apparel and accessories stores --							
Women's ready-to-wear stores .....	1,350	2,315	43,416,900	54,932,100		5,272,400	10,307,800
Hosiery, lingerie and accessories stores .....	353	782	5,317,900	10,946,600		765,700	2,464,600
Millinery stores .....	1,340	1,103	6,748,300	7,039,100	+ 33.8	936,500	861,700
Furriers--fur shops .....	339	432	11,694,500	16,621,200		2,308,400	4,467,100
Infants' and children's wear stores .....	93	166	722,400	1,585,200		106,800	555,700
Other women's apparel stores .....	240	491	1,906,000	2,242,700		328,100	480,300
Shoe stores --							
Men's shoe stores .....	34	54	480,900	945,000		91,200	319,200
Women's shoe stores .....	32	68	1,534,800	2,239,300	+ 20.9	256,500	561,600
Family shoe stores .....	1,575	1,540	33,892,300	40,223,300		3,925,800	14,029,800

(1) Excludes figures for milk dealers, farm implement dealers and grain elevators.

(2) Exclusive of manufacturing bakeries. Retail sales of manufacturing bakeries were reported at \$45,560,300 in 1941.

(3) Exclusive of manufacturing dairies. Retail sales of manufacturing dairies were reported at \$37,451,400 in 1941.

(4) Figures for 1930 include producer-distributors of milk. Such distributors are not included in the 1941 Census.

Table 1. CANADA--Retail Merchandise Trade, by Kinds of Business--(Cont'd)  
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (n.c.) placed after a classification indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
Building Materials Group .....	6,144	5,742	\$ 164,111,700	\$ 166,328,200	+ 1.4	\$ 16,312,000	\$ 15,054,600
Hardware stores --							
Hardware stores .....	2,780	2,791	66,174,200	67,569,500	- 0.6	5,752,700	23,776,100
Hardware and farm implements .....	221	144	4,717,500	2,923,100		158,300	865,800
Lumber and building material dealers --							
Lumber and building materials .....	733	945	30,968,300	46,908,100	+ 7.9	5,034,900	9,967,200
Lumber and building materials, coal and wood .....	1,092	596	35,232,400	24,499,300		2,251,800	5,499,200
Other building materials .....	183	104	9,596,200	5,919,100		648,800	563,600
Electrical supply stores .....	236	411	3,252,000	6,814,600		837,200	1,566,500
Heating and plumbing equipment dealers .....	611	328	8,761,100	4,754,400		683,600	753,300
Paint, glass and wallpaper stores .....	288	423	5,410,000	7,010,100		950,700	2,062,900
Furniture-Household--Radio Group .....	3,079	3,339	99,791,300	114,118,600	+ 14.4	14,732,500	26,432,700
Furniture stores --							
Furniture stores .....	704	1,051	36,119,600	56,750,600	+ 48.9	5,866,300	12,835,400
Furniture and undertaker .....	317	196	4,895,900	4,312,900		330,500	1,249,500
Household appliance or radio dealers --							
Household appliance stores .....	590	789	17,798,200	22,154,300		4,453,800	4,323,900
Household appliance stores with radios .....	341	365	9,132,900	16,744,400		2,030,500	3,186,000
Radio and music stores --					- 13.3		
Radio specialty stores .....	220	314	4,394,900	2,392,800		189,700	477,700
Radio and music stores .....	377	61	20,566,400	2,530,600		429,300	756,300
Piano and music stores .....		66		976,000		148,600	350,300
Other home furnishings and appliance stores --							
Antique shops .....	89	106	1,219,300	791,300		130,200	559,000
China, glassware, kitchenware .....	128	125	2,155,800	2,573,000		491,600	1,061,700
Floor coverings, curtains, interior decorations ....	95	167	2,300,500	4,210,400		524,400	1,416,400
Pictures and picture framing stores .....	96	74	1,148,600	513,400		103,000	185,500
Other home furnishings stores .....	42	25	258,200	168,900		17,600	32,000
Restaurant Group .....	2,609	8,247	75,977,100	122,628,300	+ 61.4	17,575,400	3,995,200
Restaurants, cafeterias and eating places .....		4,123		77,697,100		11,683,900	2,030,100
Eating places with other merchandise .....	5,609	3,628	75,977,100	41,961,900	+ 61.4	5,581,700	1,868,000
Refreshment booths and stands .....		796		2,969,300		310,300	97,100
Other Retail Stores .....	25,221	22,287	507,171,300	572,862,700	+ 13.0	47,114,200	81,530,100
Farm implement dealers (n.c.) (5) .....	5,533	2,326	21,571,000	26,145,400		1,131,100	3,161,700
Feed stores --							
Feed stores (flour, feed, grain and seed) .....	971	1,023	34,000,700	29,927,000		1,628,200	3,354,400
Farmers supply stores .....	209	322	6,530,500	7,713,500		402,200	1,692,600
Grain elevators (retail feed and coal) (n.c.) (6) ..	1,170	13	3,276,700	313,000		25,400	96,400
Harness shops .....	601	126	1,902,300	824,300		57,000	304,800
Book and stationery stores .....	358	425	8,837,500	9,631,800	+ 9.0	1,288,900	2,689,000
Coal and wood yards (ice dealers) --							
Coal and wood yards (including ice) .....	2,071	2,293	86,046,800	87,044,700	- 0.6	7,670,900	8,535,300
Ice dealers .....	271	365	4,144,900	2,641,800		731,900	148,400
Drug stores --							
Drug stores without soda fountain or lunches .....	3,559	2,822	76,843,900	60,935,500	+ 27.6	5,855,400	16,122,300
Drug stores with soda fountain or lunches .....		1,063		37,154,900		4,140,600	6,692,500
Florists .....	639	679	9,264,700	8,125,100		282,100	621,300
Gift, novelty and souvenir shops .....	286	463	2,750,900	3,469,200		1,285,100	1,297,900
Camera and photographic supply stores .....	49	72	1,717,800	3,101,100		392,400	513,200
Jewellery stores .....	1,532	1,668	26,662,600	37,842,300	+ 41.9	4,529,500	13,265,200
Luggage and leather goods stores .....	75	82	1,730,500	1,896,300		229,100	471,600
Musical instrument stores--(without radios or pianos) ..	34	03	1,099,700	857,200		92,600	270,100
Newspapers .....	275	221	3,329,500	2,485,200		176,500	205,200
Newspapers and smallwares .....	295	112	3,095,100	1,141,200		56,600	198,700
Office, store and school furniture equipment supplies --							
Office, store and school furniture equipment and supplies .....	156	131	8,533,300	5,969,100		733,600	965,700
Office and store appliance dealers .....	239	201	11,291,100	19,655,800		4,271,700	2,867,900
Opticians and optometrists .....	323	579	3,180,200	6,037,400		863,800	916,800
Sporting goods stores --							
Bicycle specialty shops .....	178	302	1,044,400	2,674,000	+ 22.9	221,400	684,000
Other specialty shops .....	122	33	3,678,600	175,500		38,500	20,800
Sporting goods stores .....		155		2,953,800		291,000	884,600
Scientific and medical instruments .....	42	22	1,735,900	2,286,700		131,700	175,500
Tobacco stores and stands .....	2,420	44	30,702,800	44,552,800	+ 45.1	2,463,400	4,483,400
Government liquor stores .....	651	623	100,821,100	119,590,200	+ 18.6	3,398,400	6,260,900
Unclassified kinds of business .....	3,342	2,127	55,363,500	47,712,900		4,765,200	4,593,900
Second-Hand Group .....	1,606	1,634	11,812,600	10,373,400	- 12.2	997,600	2,537,100

(5) Figures for 1930 include former agents. Figures for 1941 include only agents or dealers having an established place of business.

(6) Figures for 1930 include the retail business transacted by line elevators. These elevators and their sales are not included in the figures for 1941. Retail sales of line elevators amounted to \$4,239,387 in 1941.

Table 2. CANADA--Retail Merchandise Trade, by Types of Operation  
Comparison of Stores and Sales for 1930 and 1941, by Kinds of Business

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES .....	125,007	131,474	\$ 2,755,569,900	\$ 3,311,143,800	100.0	100.0
Independent Stores .....	116,527	123,465	2,251,885,900	2,662,558,200	81.7	80.4
Chain Stores .....	8,476	8,009	503,684,000	648,605,600	18.3	19.6
Grocery Stores (without fresh meat) .....	18,166	20,330	243,699,300	253,582,900	100.0	100.0
Independent stores .....	16,766	19,604	174,160,200	214,543,800	71.5	84.6
Chain stores .....	1,400	726	69,539,100	39,039,100	28.5	15.4
Combination Stores (groceries and meats) .....	5,162	6,155	161,704,100	297,261,300	100.0	100.0
Independent stores .....	4,469	5,355	107,996,400	166,522,700	66.8	56.0
Chain stores .....	693	800	53,707,700	130,738,600	33.2	44.0
Grocery and Combination Stores .....	23,328	26,485	405,403,400	550,844,200	100.0	100.0
Independent stores .....	21,235	24,959	282,156,600	381,066,500	69.6	69.2
Chain stores .....	2,093	1,526	123,246,800	169,777,700	30.4	30.8
Meat and Fish Markets .....	5,379	4,466	83,026,200	76,437,000	100.0	100.0
Independent stores .....	(a)	4,309	(a)	71,659,800	(a)	93.7
Chain stores .....	(a)	157	(a)	4,797,200	(a)	6.3
Country General Stores .....	11,355	11,990	207,657,000	199,140,400	100.0	100.0
Independent stores .....	11,249	11,821	203,231,400	191,493,200	97.9	96.2
Chain stores .....	106	169	4,425,600	7,647,200	2.1	3.8
Variety Stores .....	513	1,027	44,212,200	95,012,500	100.0	100.0
Independent stores .....	187	499	2,830,700	10,923,700	6.4	12.8
Chain stores .....	326	528	41,381,500	74,088,800	93.6	87.2
Filling Stations .....	5,503	9,581	66,449,300	148,914,800	100.0	100.0
Independent stores .....	4,771	9,261	49,977,200	137,506,100	75.2	92.3
Chain stores .....	732	320	16,472,100	11,408,700	24.8	7.7
Men's and Boy's Clothing & Furnishings Stores .....	3,969	3,449	72,110,500	78,321,000	100.0	100.0
Independent stores .....	3,791	3,300	62,021,100	68,401,300	86.0	87.7
Chain stores .....	178	149	10,089,400	9,919,700	14.0	12.3
Family Clothing Stores .....	1,149	1,746	42,144,100	65,816,500	100.0	100.0
Independent stores .....	(a)	1,506	(a)	51,410,600	(a)	78.1
Chain stores .....	(a)	140	(a)	14,405,900	(a)	21.9
Women's Apparel and Accessories Stores .....	3,715	5,309	69,806,000	93,366,900	100.0	100.0
Independent stores .....	(a)	4,973	(a)	79,020,300	(a)	24.7
Chain stores .....	(a)	336	(a)	14,286,100	(a)	15.3
Shoe Stores .....	1,641	1,662	35,908,000	43,407,600	100.0	100.0
Independent stores .....	1,443	1,207	20,333,400	27,157,300	78.9	62.6
Chain stores .....	198	455	7,574,600	16,250,300	21.1	37.4
Hardware Stores .....	2,901	2,935	70,891,700	70,492,600	100.0	100.0
Independent stores .....	(a)	2,847	(a)	63,407,700	(a)	90.1
Chain stores .....	(a)	88	(a)	7,084,900	(a)	9.9
Lumber and Building Material Dealers .....	1,825	1,541	66,200,700	71,407,400	100.0	100.0
Independent stores .....	(a)	861	(a)	50,997,400	(a)	71.4
Chain stores .....	(a)	680	(a)	20,403,000	(a)	28.6
Furniture Stores .....	1,101	1,247	41,016,500	61,063,500	100.0	100.0
Independent stores .....	(a)	1,120	(a)	45,429,000	(a)	74.4
Chain stores .....	(a)	127	(a)	15,634,500	(a)	25.6
Household Appliances or Radio Dealers .....	1,528	1,595	51,692,400	44,798,100	100.0	100.0
Independent stores .....	(a)	1,233	(a)	27,825,500	(a)	62.1
Chain stores .....	(a)	362	(a)	16,972,600	(a)	37.9
Restaurants .....	5,079	7,751	74,102,800	119,659,000	100.0	100.0
Independent stores .....	4,839	7,465	60,391,700	106,023,100	81.5	88.6
Chain stores .....	231	286	13,711,100	13,635,900	18.5	11.4
Drug Stores .....	3,559	3,905	76,843,900	98,090,400	100.0	100.0
Independent stores .....	3,270	3,553	62,573,300	79,663,000	81.4	81.2
Chain stores .....	289	352	14,270,600	18,427,400	18.6	18.8
Tobacco Stores and Stands .....	2,420	4,426	30,702,800	44,552,800	100.0	100.0
Independent stores .....	(a)	4,283	(a)	37,800,700	(a)	84.8
Chain stores .....	(a)	203	(a)	6,752,100	(a)	15.2

(a) Distribution of stores and sales between chains and independents not available.



Table 3. CANADA--Retail Merchandise Trade, by Types of Operation  
Comparison of Stores and Sales for 1930 and 1941, by Provinces

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sale	
	1930	1941	1930	1941	1930	1941
			\$	\$		
CANADA:						
TOTAL, ALL STORES (1).....	125,003	131,474	2,755,569,900	3,311,143,800	100.0	100.0
Independent Stores .....	116,527	123,465	2,251,885,900	2,662,538,200	81.7	80.4
Chain Stores .....	8,476	8,009	503,684,000	648,605,600	18.3	19.6
Prince Edward Island:						
Total, All Stores .....	851	834	13,773,700	14,952,600	100.0	100.0
Independent stores .....	840	827	13,100,400	14,467,700	95.1	96.8
Chain stores .....	11	7	673,300	484,900	4.9	3.2
Nova Scotia:						
Total, All Stores .....	6,464	6,532	99,519,900	158,634,400	100.0	100.0
Independent stores .....	6,243	6,214	86,919,100	127,986,200	87.3	80.7
Chain stores .....	221	318	12,600,800	30,648,200	12.7	19.3
New Brunswick:						
Total, All Stores .....	4,434	4,774	84,371,900	99,904,500	100.0	100.0
Independent stores .....	4,269	4,557	72,442,600	79,665,200	85.9	79.7
Chain stores .....	165	217	11,929,300	20,239,300	14.1	20.3
Quebec:						
Total, All Stores .....	34,286	37,940	651,138,500	776,824,900	100.0	100.0
Independent stores .....	32,388	36,511	530,916,800	644,607,000	81.5	83.0
Chain stores .....	1,698	1,429	120,221,700	132,217,900	18.5	17.0
Ontario:						
Total, All Stores .....	43,045	45,453	1,099,990,200	1,368,778,700	100.0	100.0
Independent stores .....	39,776	42,096	876,628,200	1,073,377,200	79.7	78.4
Chain stores .....	3,269	3,357	223,362,000	295,401,500	20.3	21.6
Manitoba:						
Total, All Stores .....	6,859	6,891	189,243,900	200,821,000	100.0	100.0
Independent stores .....	6,426	6,548	166,630,500	173,512,800	88.0	86.4
Chain stores .....	433	343	22,613,400	27,308,200	12.0	13.6
Saskatchewan:						
Total, All Stores .....	10,841	9,536	189,181,100	178,746,900	100.0	100.0
Independent stores .....	9,609	8,942	153,794,900	141,724,200	81.3	79.3
Chain stores .....	1,232	894	35,386,200	37,022,700	18.7	20.7
Alberta:						
Total, All Stores .....	8,592	8,758	176,537,100	214,748,200	100.0	100.0
Independent stores .....	7,917	8,168	150,872,700	174,168,500	85.5	81.1
Chain stores .....	675	590	25,664,400	40,579,700	14.5	18.9
British Columbia:						
Total, All Stores .....	9,501	10,653	248,597,500	295,132,700	100.0	100.0
Independent stores .....	8,811	9,858	199,465,500	231,841,900	80.2	78.6
Chain stores .....	690	795	49,134,000	63,290,800	19.8	21.4

(1) Includes Yukon and Northwest Territories.



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Minister of Trade and Commerce.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS



RETAIL MERCHANDISE TRADE

IN

CANADA

CALENDAR YEAR

1941

FINAL REPORT



OTTAWA  
1944

Price 50 cents

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Minister of Trade and Commerce

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN CANADA, 1941  
(Final Report)

INTRODUCTION

Final compilations for the Census of Merchandising and Service Establishments for 1941 show a total of 137,331 retail merchandise stores in Canada in the census year with annual sales of \$3,440,901,700. These figures compare with previously published totals of 131,474 stores and \$3,311,143,800 sales contained in preliminary census releases, the additional stores and sales representing reports received too late to be included in the preliminary compilations.

The Census of Merchandising and Service Establishments formed part of the Decennial Census of 1941 and was designed for the purpose of securing the most comprehensive information possible on which to base studies of the retail and wholesale marketing structure of the country. The field covered included retail stores, wholesale trading establishments and, in addition, certain types of service establishments whose receipts represented revenues derived for services provided rather than for merchandise sold. A separate report was received for each place of business, the individual store representing the unit for reporting rather than the company or organization to which a group of stores may have belonged. The information secured related to personnel and payroll, operating expenses, annual sales, year-end stocks and accounts receivable. All stores were required to report their total annual volume of business. The larger retail stores and wholesale trading houses were asked, in addition, to give an analysis of their total annual turnover on a fairly broad commodity basis.

The Census of Merchandising and Service Establishments was taken by mail, the basic mailing list for the purpose having been prepared by the population census enumerators who were instructed to list the names, addresses and certain other salient features of all firms coming within the scope of the business census and located within their respective enumeration areas. These mailing lists were supplemented by checking them for completeness against records of firms in corresponding fields licensed to operate under the authority of the Wartime Prices and Trade Board. Schedules were despatched early in 1942 to all firms whose names and addresses were thus secured asking for details regarding their business operations during the calendar year 1941 or, if necessary, for the fiscal year corresponding most closely with that twelve-month period.



This report contains a general summary of the retail merchandise trade of Canada during the census year from the establishment rather than the commodity point of view. It shows the number of stores, amount of sales, employment and payroll and certain other data for stores classified broadly according to kind of business, as for example, for grocery stores, drug stores, hardware stores, etc. Corresponding reports have already been issued for each of the several provinces. Another report will be published giving retail sales figures for selected commodity classes. Rotaprint bulletins dealing with service and wholesale trading establishments will also be issued. A more detailed analysis of the retail marketing structure will be contained in the printed census volume on retail trade now in course of preparation.

### COMPARISONS WITH EARLIER CENSUS RESULTS

The 1941 Census of Merchandising and Service Establishments is the second complete survey of this field to be made in Canada. A partial census of trading establishments was made for 1934 but the first complete census related to the year 1930, when 123,002 stores with \$2,755,569,900 sales were recorded. The scope of the 1930 census varied slightly from that of 1941, the report for the earlier year including certain types of business either excluded altogether from the 1941 census or else omitted from the regular retail trade tables and included in a supplementary section of the report. Producer-distributors of dairy products were included in the 1930 census but, in view of the fact that this field is now canvassed by the Agricultural Branch of the Bureau, they were omitted altogether from the 1941 merchandising census. Figures for line elevators selling feed and coal and data for agencies or itinerant operators having no established place of business were included in the main tables of the 1930 census, but are shown only in a supplementary section of the 1941 report. On making the figures for the two years comparable by excluding these types of business from the 1930 totals, increases of 14.8 per cent in number of stores and 25.6 per cent in value of sales are recorded.

### KIND-OF-BUSINESS TRENDS

For purposes of the Census of Merchandising and Service Establishments each store has been assigned to a kind-of-business classification depending, in part, upon the commodities handled and, in part, upon popular designation. These kind-of-business classifications should not be confused with commodity sales. Grocery stores are not restricted to the sale of food products while on the other hand grocery products are sold by country general stores, department stores and some other kinds of retail outlets. In some instances these kind-of-business classifications are clear-cut but in a considerable number of cases the lines of demarcation between trades are not so clear requiring the use of some more or less arbitrary rulings regarding definition. Notes regarding some of these classifications will be found at the end of this summary.

Comparisons of the figures for individual kind-of-business classifications between 1930 and 1941 are distorted in some instances by changes in definition and methods of classification. Some stores transact business on both a wholesale and retail basis and only those units whose business is transacted chiefly on a retail basis are included in the retail census. Establishments operating chiefly on a wholesale basis are included in the wholesale census. Slight changes in the relative proportions of retail and wholesale business transacted by certain firms may have resulted in their transference from one phase of the business census in 1930 to the other in 1941. Furthermore, changes in the commodity composition of certain stores will have necessitated their transference from one kind-of-business classification to another within the retail field. Changes between the two census periods for individual lines of business as revealed in the accompanying tables must be interpreted in the light of these factors.



Comparison of the figures for the two periods, 1930 and 1941, reveal a number of important developments in the retail marketing structure of Canada. An outstanding development has been the marked increase in the business of stores selling both groceries and fresh meats and classified for census purposes as combination stores. There were 5,162 such stores in 1930 with annual sales of \$161,704,100 while in 1941 there were 6,101 of these stores with \$301,351,000 sales, a gain of 86 per cent over the previous figure. Variety stores, a type in which chains predominate, is another kind-of-business in which there have been important expansions in the eleven-year period intervening between the two surveys. There were 513 such stores with \$44,212,200 sales in 1930 while in 1941 the number of stores had increased to 1,085 and the value of sales to \$85,177,000. The percentage increase for filling stations was even greater than those recorded for the preceding two kind-of-business classes. There were 5,503 establishments classified as filling stations in 1930 with \$66,449,200 sales. In 1941 there were almost twice as many outlets, 10,130 filling stations being reported. These had sales of \$157,558,100, an increase of 137 per cent over the volume of business transacted in the earlier census period. Although changes in definition and methods of classification are factors to be considered in these comparisons, it is apparent that there was a marked increase both in the number and volume of business transacted by filling stations between 1930 and 1941.

Another important development revealed in the Census results is a pronounced increase in the business done by eating places. There were 5,609 such establishments with \$75,977,100 receipts in 1930 while in 1941 the number of establishments had increased to 8,821 and the volume of business to \$131,181,000, up 73 per cent compared with the previous figure. These figures relate to places of business specializing in the sale of meals. They do not include lunch counters or dining rooms in drug stores, variety stores, department stores, nor do they include dining rooms located in hotels.

#### PROVINCIAL DISTRIBUTION OF RETAIL STORE SALES

Almost 41 per cent of the total Canadian retail trade for 1941 was transacted by stores located in the Province of Ontario; Quebec came second with 22.8 per cent so that these two provinces together accounted for almost two-thirds of the Dominion total. Percentages of the total sales secured by the other provinces in 1941 stand at 9.0 per cent for British Columbia, 6.4 per cent for Alberta, 6.1 per cent for Manitoba, 5.4 per cent for Saskatchewan, 4.8 per cent for Nova Scotia, 3.0 per cent for New Brunswick and half of one per cent for Prince Edward Island.

The trend in sales between 1930 and 1941 was not uniform for all provinces. In the case of five provinces--New Brunswick, Quebec, Ontario, Alberta and British Columbia--the trend was similar, increases between the two years ranging between 20 and 30 per cent. But Saskatchewan sales were 1 per cent lower in 1941 than in 1930 while on the other hand wartime activity in Nova Scotia resulted in sales in that province in 1941 standing 66 per cent higher than in the earlier year. Manitoba sales were up 11 per cent while retail trade in Prince Edward Island was up 16 per cent.

Varying trends have naturally resulted in shifts in the relative proportions of the total trade transacted in the various provinces in 1941 compared with 1930, appreciable gains being secured by Nova Scotia and Ontario and lower proportions secured by Manitoba and Saskatchewan.

Table 1.--Provincial Distribution of Total Retail Store Sales,  
1930 and 1941

Province	1930		1941		
	Amount	Per cent of total	Amount	Per cent of total	Per cent change 1941/1930
	\$		\$		
CANADA .....	2,755,569,900	100.0	3,440,901,700	100.0	+ 24.9
Prince Edward Island	13,773,700	0.5	15,935,500	0.5	+ 15.7
Nova Scotia .....	99,519,900	3.6	165,033,700	4.8	+ 65.8
New Brunswick .....	84,371,900	3.1	101,843,100	3.0	+ 20.7
Quebec .....	651,138,500	23.6	818,671,100	23.8	+ 25.7
Ontario .....	1,099,990,200	39.9	1,406,976,700	40.9	+ 27.9
Manitoba .....	189,243,900	6.9	210,833,400	6.1	+ 11.4
Saskatchewan .....	189,181,100	6.9	186,885,800	5.4	- 1.2
Alberta .....	176,537,100	6.4	221,071,400	6.4	+ 25.2
British Columbia ...	248,597,500	9.0	309,572,600	9.0	+ 24.5
Yukon and N.W.T. ...	3,216,100	0.1	4,078,400	0.1	+ 26.8

DISTRIBUTION BY KIND-OF-BUSINESS GROUPS

One hundred and eighteen individual kind-of-business classifications were used in classifying the retail merchandise trade. These individual classifications have been combined into ten broad groups as follows: (1) Food Group, including stores specializing in the sale of food products such as grocery stores, confectionery stores, meat markets, etc; (2) Country General Stores, consisting of stores carrying a general line of merchandise and located in places of less than 2,000 population; (3) General Merchandise Stores, including department stores, variety stores and other stores carrying a general line of merchandise; (4) Automotive Group, including motor vehicle dealers, merchandising garages and filling stations; (5) Apparel Group, consisting of stores specializing in men's or women's clothing or shoes or a combination of these items; (6) Building Materials Group, comprised chiefly of hardware stores or retail dealers in building materials; (7) Furniture-Household Radio Group; (8) Restaurants; (9) Other Retail Stores, consisting of a miscellaneous number of non-related kinds of business; and (10) Second-hand stores.

Almost 23 per cent of the total retail trade of Canada in 1941 was transacted by the food group of stores. The automotive group came second with 17.3 per cent followed closely by the "All other" group with 17.1 per cent. The general merchandise group of stores accounted for 15.3 per cent while percentages for all other groups were below 10 per cent.

Comparisons of the distributions by kind-of-business groups for 1941 and 1930 show the food group coming first in both instances. The most significant changes revealed in this comparison are the increased proportions of the total retail trade secured by the automotive and restaurant groups and the decreased proportions of the total trade secured by the general merchandise group and country general stores. These changes are depicted in the following table:



Table 2.--Distribution of Total Retail Store Sales, by  
Kind of Business Groups, 1930 and 1941

Group	1 9 3 0		1 9 4 1		
	Amount	Per cent of total	Amount	Per cent of total	Per cent change 1941/1930
	\$		\$		
Total .....	2,755,569,900	100.0	3,440,901,700	100.0	+ 24.9
Food group .....	615,476,100	22.3	786,247,300	22.9	+ 27.7
Country general stores	207,657,000	7.5	214,747,800	6.2	+ 3.4
General merchandise group .....	472,689,300	17.2	525,971,000	15.3	+ 11.3
Automotive group .....	380,914,900	13.8	594,719,500	17.3	+ 56.1
Apparel group .....	219,968,600	8.0	295,211,600	8.6	+ 34.2
Building materials group .....	164,111,700	6.0	174,203,400	5.1	+ 6.1
Furniture, household & radio group .....	99,791,300	3.6	118,356,900	3.4	+ 18.6
Restaurant group .....	75,977,100	2.8	131,181,000	3.8	+ 72.7
Other retail stores ..	507,171,300	18.4	589,192,700	17.1	+ 16.2
Second-hand group ....	11,812,600	0.4	11,070,500	0.3	- 6.3

DISTRIBUTION OF STORES AND SALES BY SIZE OF LOCALITY

Almost 40 per cent of the total retail trade of Canada in 1941 was transacted by stores located in places of 100,000 population or more while 18.3 per cent of the business was secured by stores situated in localities of less than 1,000 population. Percentages of the total trade secured by intermediate sizes of localities are 17.5 per cent for places of between one and ten thousand population, 12.0 per cent for places of from ten to thirty thousand and 12.6 per cent for places of from thirty to one-hundred thousand population.

Since the volume of retail trade reported by each respondent must, of necessity, be attributed in its entirety to the locality in which the store is located rather than be spread over the wider area from which that business is drawn, it is apparent that the above percentages do not reflect the distribution by size of locality of the country's buying power. This factor is of particular importance in the case of mail order business. Some of the mail order houses in Canada have opened mail order offices in certain localities for the purpose of taking orders to be filled by the central mail order house. Separate reports were received for the census for all such offices and the value of orders taken at these offices was attributed to the locality in which they were located. The remainder of the mail order business representing orders sent direct by the customer through the mails was attributed in its entirety to the city in which the mail order house was located. This unavoidable practice has the effect of inflating the per capita retail expenditures of cities in which mail order houses are located. In 1930 the entire mail order business was assigned to the locality in which the mail order houses were located. The opening of order taking offices since that time and the allocation of part of the mail order business to these offices in 1941 results in a shift in the proportion of the total business transacted from the larger cities to the smaller ones.



Comparison of the percentage distribution of retail sales by size of locality for 1930 and 1941 reveals a decline in the proportion of the total trade transacted in places of more than 100,000 population and an increase in the proportion secured in places having less than 10,000 population. The lowering of the proportion of the total trade transacted in the larger centres conforms with the trend recorded for department stores, whose sales averaged only 6.3 per cent higher in 1941 than in 1930 compared with an increase in the overall trade of 24.9 per cent.

Table 6. -- Distribution of Total Retail Store Sales, by Size of Locality, in which Stores Situated, 1930 and 1941.

Population	1930		1941		
	Amount	Per cent of total	Amount	Per cent of total	Per cent change 1941/1930
	\$		\$		
Total, All Localities	2,756,542,900	100.0	3,440,901,700	100.0	+ 24.9
Less than 1,000	449,342,900	16.3	631,059,200	18.3	+ 40.4
1,000 - 9,999	457,842,300	16.6	603,236,800	17.5	+ 31.3
10,000 - 29,999	341,420,200	12.4	411,692,400	12.0	+ 20.8
30,000 - 49,999	334,112,100	12.1	433,434,800	12.6	+ 29.7
50,000 and over	1,172,852,400	42.6	1,361,478,500	39.6	+ 16.1

#### TYPES OF OPERATION

In addition to being classified by kind-of-business on the basis of principal destination or the main commodities carried, each store was assigned to a type depending directly upon whether it was independently operated or belonged to some form of multiple organization. For census purposes chains are defined as groups of four or more stores under the same ownership or management and carrying on the same or similar kind of business. One exception to this ruling occurs in the case of department stores. All department stores are classed as independents irrespective of the number operated by any firm.

Chains—The proportion of the total trade transacted by chain stores in 1941 was only slightly changed from that for 1930. There were 532 chain store companies operating in Canada in 1941 and these had 8,011 stores with \$642,993,500 sales or 18.7 per cent of the total business of all stores including both chains and independents. In 1930 there were 518 chain companies with 8,476 stores and \$503,483,500 sales, an amount which formed 18.3 per cent of the total trade for that year.

Comparison of chain and total sales for individual lines of business for 1930 and 1941 reveal varying trends. Taking grocery and combination stores (stores selling both groceries and meats) together there was no change in the proportion of the business transacted by chain stores, 30.4 per cent in 1930, and 30.5 per cent in 1941. The ratios of chain to total sales for grocery stores alone were 28.5 per cent in 1930 and 19.0 per cent in 1941; for combination stores only the corresponding chain ratios were 33.8 per cent in 1930 and 44.2 per cent in 1941. The decreased proportion of chain to total business in the case of grocery stores and the increased proportion for combination stores represents a development of chain grocery units into stores of the combination type.

Shoe stores constitute another kind of business for which the position occupied by chains was similar in 1934 and 1941. The proportion of chain to total sales, amounting at 10.8 per cent in both years, shows that of the 1,600 types of service stores included in the classification, resulted in a decline in chain ratio for filling stations from 21.2 per cent in 1934 to 1.5 per cent in 1941. The restaurant trade is another in which the balance sheet of chain organizations has not kept pace with the expansion in the trade as a whole, the ratio of chain to total sales in this instance declining from 18.4 per cent in 1934 to 11.6 per cent in 1941. On the other hand a marked expansion in the relative position occupied by chains took place in the specialty shoe store trade. There were 14 shoe companies in this field in 1934 and these had 190 stores with 47,674,800 sales or 21.1 per cent of the business done by all such stores. In 1941 the number of chain companies had increased to 24, the number of shops to 44,457, and the sales to \$10,287,400 or 27.1 per cent of the total business of all specialty shoe shops.

Chains are classified into four sub-groups. In the first instance there are local chains composed of establishments whose stores are predominantly confined to one urban area. Secondly there are provincial chains consisting of companies having stores located in different localities within one province. National and regional chains have units located in two provinces or more. The fourth class of chain is manufacturer-controlled, consisting of groups of factory and retail stores maintained by manufacturing companies as outlets for merchandise of their own production.

Independent stores constitute by far the greatest number in the retail commerce of the country. There were 128,447 such stores in 1941 with sales of \$2,790,361,100 or 41.1 per cent of the total retail trade. Included under the general heading of independent are firms operating either as one of these individual shops. There were 12,771 firms each of which operated ten stores in 1941 and another 342 firms each of which operated three stores. These two last three store multiples operated a total of 1,044 stores and had sales of \$173,332,100 or 3.1 per cent of the total retail trade of the country.

Voluntary chains, consisting of stores under individual ownership and management, are identified as such for census purposes. There were 5,484 stores belonging to voluntary chains in 1941 and these had sales of \$155,568,100 or 4.6 per cent of the total annual business. Most of these voluntary chain units are small shops. Only a relatively small number are groups of two- or three-store multiples.

Other Types of Operation--Included in this residual category are two distinct types. The first type, with \$1,100,000 sales, classified as industrial stores. That is to say, they were operated by mining, fishing or industrial firms chiefly for the use of their own employees. The second type of business included here are leased concessions or departments in other merchandising or service establishments including leased concessions in hotels. There were 396 such departments identified in the census returns and these had sales of \$3,918,900.

Stores were classified in a third manner; namely, according to the legal type of the organization under which they operated, as individual proprietorship, partnership, proprietorship, or corporate enterprise. Although only 11.011 stores or 8.6 per cent of the total number were operated under the corporate form of ownership, these companies had 10.8 per cent of the total annual business. Almost 90 per cent of all small stores were operated as individual proprietorships and these



accounted for about 46 per cent of the total volume of business. Partnerships accounted for 7.7 per cent of the total number of stores and 9.3 per cent of the total sales. There were 445 cooperative retail stores with \$19,839,000 sales and 546 stores assigned to a residual class and consisting chiefly of government operated liquor stores with total sales of \$111,723,300.

Table 4.--Distribution of Total Stores and Sales by Forms of Organization,  
1930 and 1941

Form of Organization	Stores		Sales	
	Number	%	Amount	%
<u>1930</u>				
Total, All Stores .....	125,003	100.0	2,755,569,900	100.0
Individual proprietorships .....	99,197	79.4	1,142,203,100	41.5
Partnerships .....	10,358	8.3	271,220,400	9.8
Corporations (1) .....	14,396	11.5	1,223,426,400	44.4
Cooperative associations .....	282	0.2	15,647,900	0.6
Other forms of organization (2) .....	770	0.6	103,072,100	3.7
<u>1941</u>				
Total, All Stores .....	137,331	100.0	3,440,901,700	100.0
Individual proprietorships .....	113,627	82.7	1,589,762,300	46.2
Partnerships .....	10,562	7.7	318,807,900	9.3
Corporations (1) .....	12,051	8.8	1,400,769,200	40.7
Cooperative associations .....	445	0.3	19,839,000	0.6
Other forms of organization (2) .....	646	0.5	111,723,300	3.2

(1) Figures shown for corporations represent the total number of stores operated by incorporated companies. They do not represent the number of companies.

(2) Comprised chiefly of liquor stores operated by the various provincial governments.

Cooperative Stores--In connection with the Census of Merchandising and Service Establishments for 1941 every effort was made to secure a complete enumeration of cooperative retail stores. To this end the Bureau of Statistics worked in cooperation with the Economics Branch of the Department of Agriculture, which Branch makes an annual survey of the cooperative movement in Canada. The figures given in this report relate only to retail stores or establishments as distinguished from cooperative enterprises engaged in the distribution of bulk commodities to members of the association.

Of the 445 cooperative retail stores and \$19,839,000 sales there were 248 classified as country general stores and these had sales of \$5,823,200. Food stores including grocery and combination stores came next in importance with 122 stores and \$5,211,200 sales. The remaining stores consisted of miscellaneous kinds of business: general merchandise stores, restaurants, filling stations, farmers' supply stores, etc.



Table 5.--Cooperative Retail Stores in Canada, 1941

Province and Kind of Business	Number of Stores	Sales	
		Amount	Per cent of sales
		\$	
Prince Edward Island .....	5	59,000	0.3
Nova Scotia .....	72	3,434,900	17.3
New Brunswick .....	18	655,700	3.3
Quebec .....	78	3,248,700	16.4
Ontario .....	81	4,478,900	22.6
Manitoba .....	35	936,400	4.7
Saskatchewan .....	70	2,974,400	15.0
Alberta .....	53	2,169,900	10.9
British Columbia .....	33	1,881,100	9.5
Total, All Stores .....	445	19,839,000	100.0
General merchandise .....	27	3,195,800	16.1
Country general stores .....	248	8,823,200	44.5
Grocery stores (without fresh meat) ..	69	1,840,600	9.3
Combination stores .....	53	3,370,600	17.0
Restaurants .....	5	130,200	0.6
Filling stations .....	5	145,800	0.7
Farmers' supply stores .....	17	1,048,200	5.3
Other retail stores .....	21	1,284,600	6.5

#### SIZE OF BUSINESS

Retail stores vary between wide limits when classified according to their annual volume of sales. Of the 137,331 retail merchandise stores in Canada in 1941 slightly more than one-half had annual sales of less than \$10,000 each and these accounted for only 8.7 per cent of the total business. Included in this lower half of the retail stores were 2,997 outlets each with annual sales of less than \$1,000; 9,958 stores with sales of between one and two thousand dollars, 24,338 stores each with sales between two and five thousand dollars and 27,675 stores each with sales of between five and ten thousand dollars.

Two factors must be considered in relation to these small scale businesses. In the first instance there are included in the census results a certain number of firms which were not in business throughout the census year and whose sales figures do not, therefore, cover twelve months' operations. In the second place the accuracy of the sales information submitted by some of the smaller firms is open to doubt. In particular, notwithstanding the most explicit instructions given, there is reason to believe that some of these smaller firms may have reported their net receipts after deducting the cost of their purchases and operating expenses rather than the total value of their annual turnover.

At the other end of the scale there were 413 retail stores each with annual sales of half a million dollars or more and these large concerns transacted 18.9 per cent of the total annual business for 1941. There were altogether 4,576

stores above the \$100,000 mark and these, while accounting for only 3.4 per cent of the total number of retail outlets, secured 41.7 per cent of the total volume of business.

Separate analyses by size of business for chain and independent stores reveal marked differences. About 54 per cent of the independent stores were below the \$10,000 mark in annual sales and only 2.3 per cent had sales of \$100,000 or more. On the other hand, only 12 per cent of the chain units had sales of less than \$10,000 while 20.5 per cent each did an annual volume of business of \$100,000 or more.

Table 6.--Distribution of Stores and Sales, by Size of Business, 1941

Annual Sales	All Stores			Sales		
	Number	Per cent	Cumulative per cent	Amount	Per cent	Cumulative per cent
Canada, Total ...	137,331	100.0	-	\$ 3,440,901,700	100.0	-
\$500,000 or over ...	413	0.3	0.3	649,596,600	18.9	18.9
\$200,000 - 499,999 .	1,308	1.0	1.3	395,024,100	11.5	30.4
\$100,000 - 199,999 .	2,855	2.1	3.4	388,929,300	11.3	41.7
\$50,000 - 99,999 .	7,523	5.5	8.9	508,866,900	14.8	56.5
\$30,000 - 49,999 .	12,126	8.8	17.7	460,533,800	13.4	69.9
\$20,000 - 29,999 .	14,339	10.4	28.1	345,733,500	10.0	79.9
\$10,000 - 19,999 .	27,799	20.2	48.3	393,365,100	11.4	91.3
\$5,000 - 9,999 .	27,675	20.1	68.4	198,208,300	5.8	97.1
\$2,000 - 4,999 .	24,338	17.7	86.1	81,177,300	2.4	99.5
\$1,000 - 1,999 .	9,958	7.3	93.4	14,145,700	0.4	99.9
Less than \$1,000 ...	8,997	6.6	100.0	5,321,100	0.1	100.0

Independent Stores (1)						
Total .....	129,320	100.0	-	2,797,902,200	100.0	-
\$500,000 or over ...	265	0.2	0.2	525,592,000	18.8	18.8
\$200,000 - 499,999 .	738	0.6	0.8	220,278,000	7.9	26.7
\$100,000 - 199,999 .	1,930	1.5	2.3	259,749,100	9.3	36.0
\$50,000 - 99,999 .	6,020	4.7	7.0	404,186,600	14.4	50.4
\$30,000 - 49,999 .	10,629	8.2	15.2	402,033,200	14.3	64.7
\$20,000 - 29,999 .	13,235	10.2	25.4	318,251,700	11.4	76.1
\$10,000 - 19,999 .	26,536	20.5	45.9	374,683,900	13.4	89.5
\$5,000 - 9,999 .	27,056	20.9	66.8	193,586,400	6.9	96.4
\$2,000 - 4,999 .	24,063	18.6	85.4	80,181,100	2.9	99.3
\$1,000 - 1,999 .	9,903	7.7	93.1	14,062,900	0.5	99.8
Less than \$1,000 ...	8,945	6.9	100.0	5,297,300	0.2	100.0

(1) Includes miscellaneous types such as industrial stores, leased departments, etc.

Table 6.--Distribution of Stores and Sales, by Size of Business, 1941--(Concl'd)

Annual Sales	Chain Stores			Sales		
	Number	Per cent	Cumulative per cent	Amount	Per cent	Cumulative per cent
Total .....	8,011	100.0	-	\$ 642,999,500	100.0	-
\$500,000 or over ....	148	1.9	1.9	124,004,600	19.3	19.3
\$200,000 - 499,999 ..	570	7.1	9.0	174,746,100	27.2	46.5
\$100,000 - 199,999 ..	925	11.5	20.5	129,180,200	20.1	66.6
\$50,000 - 99,999 ..	1,503	18.8	39.3	104,680,300	16.3	82.9
\$30,000 - 49,999 ..	1,497	18.7	58.0	58,500,600	9.1	92.0
\$20,000 - 29,999 ..	1,104	13.8	71.8	27,481,800	4.3	96.3
\$10,000 - 19,999 ..	1,263	15.8	87.6	18,681,200	2.9	99.2
\$5,000 - 9,999 ..	619	7.7	95.3	4,621,900	0.7	99.9
\$2,000 - 4,999 ..	275	3.4	98.7	996,200	0.1	100.0
\$1,000 - 1,999 ..	55	0.7	99.4	82,800	(a)	-
Less than \$1,000 ....	52	0.6	100.0	23,800	(a)	-

(a) Less than .05 per cent.

#### PERSONNEL IN RETAIL TRADE

Each firm was asked to report the average number of paid employees engaged in the business during the census year. A distinction was to be made between male and female and between full-time and part-time employment, part-time employees being taken to mean employees engaged for only part of the normal working week or part of the normal working day. Persons engaged during only part of the year but on a full-time basis when employed were to be considered as full-time rather than as part-time employees.

In addition each unincorporated firm was asked to report the number of proprietor-owners actively engaged in the business and a distinction was to be made between those proprietors who maintained a drawing account from which they drew a stated salary and those proprietors who followed no such accounting practice. There was also an inquiry on the schedule regarding the number of unpaid family members engaged in the business but the results of this inquiry are not yet available.

Answers to the inquiry regarding paid employees show that there was an average of 297,047 full-time employees engaged in retail trade in 1941 of which number 188,658 were male and 108,389 were female. Salaries and wages paid to these persons amounted to \$289,379,500. Part-time employees numbered 95,561 including 53,479 male and 42,082 female persons to whom \$25,058,000 was paid in wages. In addition there were 115,202 male and 16,621 female or a total of 131,823 proprietor-owners who devoted the major portion of their time to the management of their retail businesses.



A classification of the stores according to the number of paid employees shows that 56,907 or 41.4 per cent of the total number were operated without any employees, the business being conducted by the proprietors alone or by the proprietors with the assistance of members of their families. About 20 per cent of the stores had one employee each and another 12.4 per cent had each two paid employees. Only 13.6 per cent of the total number of stores had 5 employees or more. These accounted for almost 70 per cent of the total number of paid employees and transacted 58 per cent of the total volume of business.

### CASH, CREDIT AND INSTALMENT SALES

All stores were asked to report the proportions of their total business transacted on a cash and on a credit basis but not all firms were able to supply this information. Figures for 98,272 of the 137,331 retail stores indicate that credit sales including instalment business amounted to 28.3 per cent of their total sales while cash sales formed the remaining 71.7 per cent. Percentages of credit to total sales for some of the lines of business in which credit sales are important stood at 30.3 per cent for grocery stores, 24.3 per cent for combination stores, 30.1 per cent for country general stores, 30.7 per cent for department stores, 51.9 per cent for automobile dealers, 17.7 per cent for the apparel group of stores as a whole, 70 per cent for furniture stores and for household appliance stores, 48.9 per cent for coal and wood yards, and 36.5 per cent for jewellery stores.

Instalment sales to the amount of \$313,233,400 were reported. This figure covers the total selling value of all goods sold on the instalment plan including the down payment and any allowances for trade-ins in addition to the amount of the original unpaid balance. Comparable figures for instalment sales and total sales for lines of business in which instalment selling is of considerable importance are as follows:

Kind of Business	Total Sales \$	Instalment Sales	
		Amount \$	Per cent of total
Department stores .....	377,806,100	44,251,400	11.7
Motor vehicle dealers .....	370,956,200	130,906,100	35.3
Furriers--fur shops .....	16,005,000	5,265,600	32.9
Furniture stores .....	64,057,000	35,643,800	55.6
Household appliance or radio dealers .....	45,894,600	25,389,700	55.3
Jewellery stores .....	38,453,800	7,996,900	20.8

### ACCOUNTS RECEIVABLE

Customers' accounts outstanding at the end of 1941 amounted to \$316,-213,200 or approximately 9.2 per cent of the total annual business transacted. In other words, about 10 per cent more than the average monthly dollar volume of business was owing to the retail merchants at the end of the year. Accounts outstanding included receivables owing to the merchants on open or instalment credit. The figures reported for this item do not, of course, include the amounts owing on instalment purchases financed by finance companies and not carried on the retail merchants' books.

### RETAIL INVENTORIES

Stocks of merchandise on hand for resale at the end of 1941 totalled \$547,863,900 or \$64,236,400 in excess of the amount recorded at the end of 1930. Inventories were valued at the lower of the cost or replacement value at the end of the year and relate to store stocks only. Inventories carried in chain store warehouses are not included.

Although strict comparisons of stocks and sales are rendered difficult because of the different price bases used in reporting, nevertheless a comparison of stocks on hand at the end of 1930 and 1941 in relation to the annual sales in the two years provide some measurement of the relative stock position at the close of these two periods. Inventories at cost price at the end of 1930 formed 17.6 per cent of the annual turnover for that year. The ratio of year-end stocks to annual sales in 1941 was 15.9 per cent. Since inventories on hand at any period have more significance in relation to future than to past sales and bearing in mind the differing trends in retail business at the end of 1930 and 1941, it is apparent that retailers' supplies were greater in relation to their requirements at the end of the earlier than the latter period.

### RETAIL SALES BY NON-RETAIL STORES

A large volume of retail business is transacted by other than retail stores in the generally accepted sense of that term. Although the total volume of such non-store business is not known, retail sales to the value of \$312,971,600 were reported to the Census of Merchandising in addition to the \$3,440,901,700 transacted by the 137,331 stores whose operations are analyzed in this report. This supplementary amount is comprised of a number of items. Included are the retail sales made direct to householders by manufacturing bakeries and dairies. Included also are the sale of meals, beer and wine, tobacco and other products made by hotels. Retail sales made by wholesale establishments forms an important component amounting to \$60,281,500 although offsetting this in part are wholesale sales made by retail establishments to the value of \$25,135,500. Included in the retail sales of wholesale establishments are purchases of supplies made by patrons of cooperative associations organized chiefly for the marketing of farm produce. In addition, purchases of supplies made by co-operatives organized chiefly for this purpose amounted to \$16,674,500.

Other items included in the total figure of \$312,971,600 are retail sales of flour, feed and coal made by line elevator companies. Itinerant operators of which 6,039 were reported to the Census are not included in the regular census tables. Such operators consisting chiefly of persons distributing drugs, toilet articles or preparations and clothing reported sales of \$13,286,500. Retail sales made by service establishments amounted to \$10,347,200.

In addition sales valued at \$5,941,500 were made by 6,348 persons who reported that they carried on a retail business as a minor activity in conjunction with their main occupation. Farmers carrying agencies for the sale of fertilizers or farm implements form an important component of this group.

No information is available regarding the retail business of manufacturers other than bakeries or dairies. No figures are available regarding the sales at retail made by producer-distributors of dairy products and the total volume of business done by farmer markets is also unknown. Assuming even conservative figures for this uncovered business, it is apparent that at least 10 per cent of the total retail trade of the country is transacted outside of the regular retail stores.

### KIND OF BUSINESS CLASSIFICATIONS

A more detailed description of the various kind-of-business classifications used in the merchandising census will be included in the census volume dealing with retail trade. The following notes are restricted to a number of classifications where some clarification of content seems more essential.

Bakery products stores--This classification includes retail bakery products stores, generally small in their scale of operations and not considered as manufacturing bakeries for statistical purposes. Manufacturing bakeries report annually to the Census of Industry and do not come within the scope of the merchandising census. Footnotes indicating the value of retail sales made by manufacturing bakeries are, however, included in the tables.

Dairy products stores--Here again the establishments included do not cover firms reporting to the Census of Industry. Included only are retail outlets specializing in a general line of dairy products.

Milk dealers--This classification includes retail stores specializing in the sale of milk or cream. Producer-distributors of these products are not included.

Combination stores--Stores selling a combination of groceries and fresh meat products are classified thus, provided that the sale of neither one of these two major groups predominates to the extent of 80 per cent of the total business. If the sale of one of the two components does predominate to the extent of 80 per cent or over the store is classified as a grocery store or a meat market.

Country general stores--Country general stores are defined as stores located in places of less than 2,000 population and carrying a general line of merchandise. Food products generally constitute an important part of the business of these stores but if the sale of food products amount to 80 per cent or more of the total trade, the store is classified as a grocery store rather than a country general store.

Department stores--For census purposes department stores are taken to mean stores with annual sales of \$100,000 or more, carrying a general and complete line of men's and women's wearing apparel and also selling house furnishings. Furniture and food products may or may not be sold. In order to avoid disclosing the business transacted by individual companies, it has been necessary to combine the figures for department stores and mail order houses or offices.

The larger mail order houses in Canada maintain a number of order offices in urban centres for the purpose of taking orders to be filled by direct shipment to the customer from the central mail order house. Each such order office was counted as an establishment for census purposes and a report was secured showing the number of employees, wages paid to these employees and the value of orders taken.

General merchandise and dry goods stores--This classification consists of three main types of business. In the first place it includes stores selling a general line of merchandise usually including food products, located in places of 2,000 population or over and not conforming with the requirements necessary to be classified as department stores. Similar stores in smaller localities would be classed as country general stores. Secondly, this classification includes a certain number of stores specializing in the sale of dry goods in the more restricted sense of piece goods. A third component of the group consists of stores maintained by industrial firms chiefly for the use of their own employees.



Garages--This classification in the merchandising census includes establishments engaged in repairing motor vehicles, in selling gas, oil accessories and parts and fulfilling one of the following two conditions:

- (a) Receipts from repair work or other services formed between 25 and 50 per cent of the total annual business.
- (b) Receipts from repair work or other services formed less than 25 per cent of the total volume of business and the composition of the merchandise sales as between parts or accessories and gas or oil was such that the smaller of the two components was at least 25 per cent of the combined figure. If gas and oil sales formed 75 per cent of the total merchandise sales, the establishment was classed as a filling station. If parts and accessories sales predominated to the extent of 75 per cent of the total merchandise sales, the establishment was classed as an accessory, tire and battery shop. Firms engaged in the sale of motor vehicles were classified as motor vehicle dealers rather than as garages. Establishments in which repair or service receipts exceeded the sale of merchandise were classified to the service rather than to the merchandising census.

Lumber and building material dealers--This classification includes firms other than manufacturing firms engaged in the sale of lumber or lumber and other building materials and selling chiefly to builders, home owners, farmers and contractors. Sawmills report to the Census of Industry and are not included in the Merchandising Census. This retail classification is of special importance in the Prairie Provinces where a considerable number of line lumber companies are operative. Dealers in carlots of lumber who sell chiefly to other dealers or to industrial users are considered as wholesale rather than as retail establishments.

Restaurants, cafeterias and eating places--Included here are establishments engaged mainly in the providing of meals, the sale of meals accounting for 75 per cent or more of the total annual business.

Eating places with other merchandise--Assigned to this category are shops engaged in the sale of meals in conjunction with such commodities as tobacco, candy, or pastry products and in which the sale of meals forms between 40 and 75 per cent of the total business. If the sale of meals formed less than 40 per cent of the total, the establishment would be classified as a confectionery, a tobacco or a pastry shop.

Refreshment booths and stands--This classification is comprised chiefly of refreshment booths or stands operating on the roadside, at beaches or at amusement or recreation grounds. In view of the non-permanent nature of these establishments, it is probable that a considerable number of these establishments were not listed by the census enumerators.

Table 7.--Summary of Retail Facts, by Provinces,  
1930 and 1941

			CANADA (1)	Prince Edward Island	Nova Scotia
Population .....	Census, 1930 .....		10,376,786	88,038	512,846
	Census, 1941 .....		11,506,658	95,047	577,962
Stores .....	1930 .....	No.	125,003	851	6,464
	1941 .....	No.	137,331	863	6,790
Total retail sales .....	1930 \$		2,755,569,900	13,773,700	99,519,900
	1941 \$		3,440,901,700	15,935,500	165,033,700
Per cent change --	1941/1930	%	+ 24.9	+ 15.7	+ 65.8
Employment and payroll --					
Full-time employees ....	1930 No.		238,583	1,127	8,226
	1941 No.		297,047	1,425	13,357
Part-time employees .....	1930 No.		36,776	182	1,200
	1941 No.		95,561	308	3,938
Total employees .....	1930 No.		275,459	1,309	9,426
	1941 No.		392,608	1,733	17,295
Full-time wages .....	1930 \$		247,370,500	874,400	7,006,300
	1941 \$		289,379,500	1,070,900	12,102,100
Part-time wages .....	1930 \$		10,485,100	46,200	263,600
	1941 \$		25,058,000	64,300	857,100
Total payroll .....	1930 \$		257,855,600	920,600	7,269,900
	1941 \$		314,437,500	1,135,200	12,959,200
Proprietor-owners (not included above) .....	1930 No.		125,169	949	6,601
	1941 No.		131,823	859	6,250
Year-end stocks .....	1930 \$		483,627,500	3,359,400	18,506,700
	1941 \$		547,863,900	3,495,100	23,775,900
Credit sales per cent of total sales .....	1941 %		28.3	32.6	35.2
Instalment sales .....	1941 \$		313,233,400	1,192,700	14,921,100
Year-end accounts outstand- ing .....	1941 \$		316,213,200	1,907,400	12,354,400
Chain stores and sales, per cent of total --					
Stores .....	1930 %		6.8	1.4	3.4
	1941 %		5.8	2.0	4.8
Sales .....	1930 %		18.3	5.0	12.7
	1941 %		18.7	6.4	19.4

(1) Includes Yukon and North West Territory.

Table 7.--Summary of Retail Expts. by Province,  
1930 and 1941

New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
408,219	2,871,235	3,431,683	700,139	921,785	731,605	694,263
457,401	3,331,582	3,787,655	729,744	895,992	796,169	817,861
4,434	34,286	45,045	6,859	10,841	8,592	9,501
4,988	39,712	47,055	7,219	10,088	9,222	11,253
84,371,900	551,136,500	1,099,990,200	189,243,900	189,181,100	176,537,100	248,597,500
101,843,100	618,671,100	1,406,976,700	210,833,400	186,985,800	221,071,400	309,572,600
+ 20.7	+ 25.7	+ 27.9	+ 11.4	- 1.2	+ 25.2	+ 24.5
6,854	62,900	94,184	17,806	13,097	13,077	21,188
9,004	74,582	121,042	20,387	14,641	16,760	25,649
782	7,810	16,929	1,956	2,528	1,944	3,275
2,058	22,187	44,800	5,069	4,611	4,639	7,920
7,636	70,710	111,113	19,762	15,625	15,021	24,463
11,062	96,742	155,842	25,456	19,232	21,399	33,569
6,224,300	59,778,300	101,636,800	18,945,300	14,170,600	14,947,000	23,465,100
7,871,100	66,407,900	123,472,500	18,891,100	13,456,200	17,410,500	28,361,200
183,900	1,980,300	4,902,100	652,300	745,700	616,100	1,056,200
463,600	5,971,700	11,257,800	1,324,400	1,094,100	1,405,700	2,602,800
6,408,200	61,758,400	106,538,900	19,597,800	14,916,600	15,563,100	24,521,300
8,334,700	72,379,600	134,730,300	20,215,500	14,550,300	18,616,200	30,964,000
4,509	34,091	43,623	6,910	10,166	8,469	9,798
4,623	38,574	44,891	7,038	9,644	9,186	10,658
14,806,700	119,843,700	177,112,500	28,253,700	43,153,400	35,800,500	41,055,300
17,208,800	138,806,900	215,163,000	30,019,500	37,261,500	37,511,000	44,958,000
29.6	23.2	26.8	24.6	27.7	30.1	32.1
7,256,400	65,058,200	141,594,600	17,186,300	17,509,400	19,410,200	29,093,900
7,897,500	63,806,200	160,961,300	12,891,300	17,373,400	19,157,100	19,515,300
3.7	5.0	7.6	6.3	11.4	7.9	7.3
4.3	3.6	7.2	4.6	8.8	6.3	6.8
14.2	18.5	20.3	12.0	18.7	14.5	19.8
19.4	16.2	21.0	12.1	17.5	16.3	20.8



Table 8.--Comparison Summary of Stores and Sales by Kind-of-Business Groups and for Selected Kinds of Business, for Canada, 1930 and 1941.

Kind of Business	Number of Stores		Sales		Per cent change
	1930	1941	1930	1941	
Total, All Stores .....	125,003	137,331	\$ 2,755,569,900	\$ 3,440,901,700	+ 24.9
Total, Comparable Stores(1)	119,621	137,331	2,740,105,200	3,440,901,700	+ 25.6
Food Group .....	44,665	48,468	615,476,100	786,247,300	+ 27.7
Candy and confectionery stores.	8,981	11,583	54,176,100	67,259,900	+ 24.2
Grocery stores (without fresh meat) .....	18,166	21,884	243,699,300	266,027,500	+ 9.2
Combination stores (groceries and meats) .....	5,162	6,101	161,704,100	301,351,000	+ 86.4
Meat market (including sea foods) .....	5,379	4,793	83,026,200	83,252,200	+ 0.3
Country General Stores .....	11,355	11,917	207,657,000	214,747,800	+ 3.4
General Merchandise Group ...	3,534	3,794	472,689,300	525,971,000	+ 11.3
Department stores and mail order houses or offices ...	148	504	355,258,600	377,806,100	+ 6.3
Variety stores .....	513	1,085	44,212,200	85,177,000	+ 92.7
Automotive Group .....	13,016	16,867	380,914,900	594,719,500	+ 56.1
Motor vehicle dealers .....	2,736	2,835	253,607,900	370,956,200	+ 46.3
Garages .....	4,140	3,156	47,559,800	47,561,400	(2)
Filling stations .....	5,503	10,130	66,449,300	157,558,100	+137.1
Apparel Group .....	10,474	12,601	219,968,600	295,211,600	+ 34.2
Men's and boys' clothing and furnishings stores .....	3,969	3,485	72,110,500	79,873,300	+ 10.8
Family clothing stores .....	1,149	1,934	42,144,100	73,778,900	+ 75.1
Women's apparel and accessories stores .....	3,715	5,508	69,806,000	97,522,100	+ 39.7
Shoe stores .....	1,641	1,674	35,908,000	44,037,300	+ 22.6
Building Materials Group ...	6,144	5,801	164,111,700	174,203,400	+ 6.1
Hardware stores .....	2,901	3,020	70,891,700	73,143,100	+ 3.2
Lumber and building materials .	1,825	1,611	66,200,700	79,786,000	+ 20.5

(1) Figures for 1930 have been adjusted to exclude producer-distributors of milk, grain elevators and itinerant operators. These kinds of business were not included in the regular tables for 1941.

(2) Less than .05 per cent.

(3) Includes mail order offices operated in conjunction with mail order houses.

Table 8.--Comparison Summary of Stores and Sales by Kind-of-Business Groups and  
for Selected Kinds of Business, for Canada, 1930 and 1941.  
(Concl'd)

Kind of Business	Number of Stores		Sales		Per cent change
	1930	1941	1930	1941	
			\$	\$	
Furniture--Household-- Radio Group .....	3,079	3,498	99,791,300	118,356,900	+ 18.6
Furniture stores .....	1,101	1,337	41,016,500	64,057,000	+ 56.2
Household appliance or radio dealers .....	1,528	1,648	51,692,400	45,894,600	- 11.2
Restaurant Group .....	5,609	8,821	75,977,100	131,181,000	+ 72.7
Other Retail Stores .....	25,521	23,824	507,171,300	589,192,700	+ 16.2
Drug stores .....	3,559	3,956	76,848,900	101,027,400	+ 31.5
Jewellery stores .....	1,532	1,692	26,662,600	38,453,800	+ 44.2
Tobacco stores and stands .....	2,420	4,239	30,702,800	43,227,400	+ 40.8
Second-Hand Group .....	1,606	1,740	11,812,600	11,070,500	- 6.3

Table 2.--Retail Merchandise Trade, 1941, by Kind of Business

Kind of Business		Number of Stores	Sales, 1941	Stocks on hand, end of year (at cost)
			\$	\$
1.	Total, All Stores (1941 .....	127,381	2,440,901,700	647,863,900
	(1930 .....	123,003	2,755,519,300	482,627,500
2.	Food Group .....	46,469	786,147,300	24,753,500
3.	Bakery products stores (1) .....	992	9,356,100	403,100
	Candy and confectionery stores --			
4.	Candy, nut stores .....	219	3,639,400	149,100
5.	Confectionery stores .....	11,364	63,620,500	5,363,800
	Dairy products dealers --			
6.	Dairy products stores (2) .....	250	10,590,400	201,100
7.	Eggs and poultry stores .....	205	2,582,600	103,600
8.	Milk dealers .....	840	18,377,600	174,600
9.	Fruit and vegetable stores .....	1,456	23,040,600	1,175,400
10.	Grocery stores (without fresh meat) .....	21,814	146,327,300	30,252,800
11.	Combination stores (groceries and meats) Meat markets (including sea foods) --	6,101	301,351,000	21,077,000
12.	Meat markets .....	4,538	60,064,400	5,345,700
13.	Fish markets .....	255	3,127,800	127,300
	Other food stores --			
14.	Caterers .....	52	605,500	23,800
15.	Coffee, tea and spice stores .....	73	535,900	137,200
16.	Delicatessen stores .....	145	2,535,700	107,200
17.	Food stores with non-food departments .	43	198,500	72,900
18.	Other food stores .....	52	230,600	31,100
19.	Country General Stores .....	11,917	114,747,400	64,809,400
20.	General Merchandise Group .....	3,794	525,971,000	99,983,900
21.	Department stores and mail order houses or offices .....	504	377,806,100	68,173,400
22.	General merchandise and dry goods stores.	2,205	62,987,900	19,463,000
23.	Variety stores .....	2,035	85,177,000	12,347,500
24.	Automotive Group .....	16,367	524,713,500	55,854,200
	Motor vehicle dealers --			
25.	Automobile dealers .....	1,962	238,013,600	29,111,000
26.	Automobile dealers with wholesale car departments .....	216	102,029,100	11,916,100
27.	Automobile dealers with farm implements	374	20,108,600	2,749,500
28.	Used car dealers .....	282	10,804,900	1,337,100
29.	Accessory, tire and battery shops .....	627	16,358,300	2,376,800
30.	Garages .....	3,155	47,561,400	4,100,700
31.	Filling stations .....	10,130	157,558,100	6,856,700

(1) Exclusive of manufacturing bakeries whose retail sales totalled \$52,664,100 in 1941.

(2) Exclusive of manufacturing dairies whose retail sales totalled \$40,325,600 in 1941.



Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages \$	Male	Female	Salaries and wages \$	
115,202	16,621	186,658	108,389	289,379,500	53,479	42,082	25,058,000	1.
113,450	11,719	166,001	72,682	247,370,500	23,526	13,250	10,485,100	
40,838	7,179	38,587	13,678	41,674,400	15,896	6,794	4,992,800	2.
743	133	946	801	1,328,800	181	287	108,100	3.
49	17	44	472	413,100	14	141	37,400	4.
9,141	2,488	2,265	2,945	2,906,200	1,037	1,703	522,600	5.
204	30	922	171	1,414,700	72	121	47,500	6.
195	24	110	7	91,100	57	17	15,200	7.
871	29	2,279	193	2,627,300	321	70	87,800	8.
1,613	152	956	331	923,700	656	401	250,400	9.
17,858	3,784	9,978	3,888	9,762,600	4,496	2,066	1,398,700	10.
5,156	348	14,998	4,216	16,677,600	6,215	1,665	1,753,500	11.
4,462	94	5,559	407	4,920,900	2,546	193	668,400	12.
234	21	261	39	237,700	180	47	40,000	13.
31	15	82	44	84,200	35	25	25,900	14.
61	8	59	19	80,300	16	6	7,800	15.
132	33	103	137	183,500	69	49	29,100	16.
39	-	15	-	9,400	1	1	200	17.
49	3	10	8	13,300	-	2	200	18.
10,900	994	7,536	3,737	8,429,100	2,397	1,635	879,700	19.
1,902	708	25,975	42,647	66,765,600	3,605	17,295	5,829,500	20.
10	-	21,454	30,713	53,535,200	2,789	9,339	4,185,100	21.
1,440	620	2,636	2,733	4,957,900	496	938	354,800	22.
452	88	1,885	9,201	8,272,500	320	7,018	1,289,600	23.
16,444	340	36,204	2,337	47,031,500	6,952	700	2,426,200	24.
1,790	19	13,792	945	20,254,600	1,405	95	632,800	25.
116	-	5,187	382	8,762,600	245	10	220,700	26.
427	6	1,039	64	1,295,900	300	21	108,000	27.
281	2	455	21	606,700	162	8	77,300	28.
576	11	1,277	122	1,623,100	307	32	97,200	29.
3,355	21	5,134	210	5,446,200	1,221	88	388,100	30.
9,808	278	9,176	574	8,808,500	3,237	439	883,600	31.

Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Kind of Business	Number of Stores	Sales, 1941 \$	Stocks on hand, end of year (at cost) \$
Other automotive establishments---			
1. Motorcycle dealers .....	16	1,000,500	92,000
2. Motorcycle and bicycle dealers .....	27	871,400	286,200
3. Boats, motorboats, canoes, yachts .....	13	125,100	19,800
4. Boats (gas, oil, accessories and repairs ..	33	308,500	38,700
5. Apparel Group .....	12,601	295,211,600	91,838,900
Men's and boys' clothing and furnishings stores --			
6. Men's clothing or clothing and furnishings stores .....	1,619	52,135,200	17,866,600
7. Men's furnishings stores .....	416	8,159,700	7,919,300
8. Men's hat stores .....	52	1,369,200	355,800
9. Custom tailors and made-to-measure clothing	1,398	18,209,200	4,606,800
10. Family clothing stores .....	1,934	73,778,900	25,742,800
Women's apparel and accessories stores --			
11. Women's ready-to-wear stores .....	2,457	59,879,800	11,317,000
12. Hosiery, lingerie and accessories stores ..	821	11,191,900	2,635,400
13. Millinery stores .....	1,153	7,071,800	828,000
14. Furriers--fur shops .....	462	16,005,000	4,339,900
15. Infants' and children's wear stores .....	184	1,750,900	603,000
16. Other women's apparel stores .....	431	1,622,700	379,800
Shoe stores --			
17. Men's shoe stores .....	54	1,032,000	347,600
18. Women's shoe stores .....	57	2,050,800	518,700
19. Family shoe stores .....	1,563	40,954,500	14,378,200
20. Building Materials Group .....	5,801	174,203,400	47,448,900
Hardware stores --			
21. Hardware stores .....	2,831	69,454,400	24,909,000
22. Hardware and farm implements .....	189	3,688,700	1,104,000
Lumber and building material dealers --			
23. Lumber and building materials .....	997	51,536,600	10,893,500
24. Lumber and building materials, coal and wood .....	614	28,249,400	6,225,100
25. Other building materials .....	115	5,617,600	526,000
26. Electrical supply stores .....	345	4,308,100	1,055,600
27. Heating and plumbing equipment dealers .....	327	4,839,000	802,800
28. Paint, glass and wallpaper stores .....	383	6,509,600	1,932,900
29. Furniture--Household--Radio Group ....	3,498	118,356,900	28,132,900
Furniture stores --			
30. Furniture stores .....	1,118	59,300,900	13,852,000
31. Furniture and undertaker .....	219	4,756,100	1,419,400

Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages \$	Male	Female	Salaries and wages \$	
16	-	41	7	95,800	3	-	1,000	1.
27	1	77	10	113,900	15	3	7,400	2.
11	2	5	-	4,600	6	2	2,800	3.
37	-	21	2	19,600	51	2	7,300	4.
7,630	3,518	11,615	13,593	26,559,600	4,755	6,633	3,078,300	5.
1,422	66	2,624	439	4,165,000	1,209	254	371,500	6.
360	15	386	51	495,300	291	33	79,700	7.
21	1	97	15	166,900	55	5	20,300	8.
1,314	29	1,436	530	2,279,700	502	277	317,200	9.
1,467	285	2,528	3,904	6,517,400	650	1,484	546,300	10.
984	1,154	832	5,012	5,299,000	188	2,111	651,600	11.
200	504	57	785	624,200	29	492	131,300	12.
241	898	74	953	743,100	57	707	178,700	13.
366	41	890	763	2,004,700	228	366	248,500	14.
48	146	19	101	95,100	8	90	21,600	15.
162	288	79	244	223,200	25	183	59,200	16.
37	1	73	6	108,100	24	-	7,000	17.
33	5	131	21	204,500	64	22	25,200	18.
975	85	2,389	769	3,633,400	1,425	609	420,200	19.
4,661	182	12,773	1,602	17,209,200	3,089	409	1,116,400	20.
2,637	128	4,652	835	6,583,000	1,046	272	340,900	21.
200	2	162	20	172,700	88	8	23,200	22.
598	16	4,173	337	5,490,700	995	35	393,600	23.
176	5	1,970	130	2,552,800	453	19	156,800	24.
104	1	406	35	555,200	110	4	39,200	25.
338	7	339	87	445,400	123	27	61,200	26.
311	7	485	44	639,400	171	12	51,200	27.
297	16	586	114	770,000	103	32	50,300	28.
2,588	196	8,983	2,438	14,763,600	1,562	525	708,100	29.
879	50	3,807	889	6,106,500	498	110	245,500	30.
224	9	286	51	357,900	148	26	36,400	31.



Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Kind of Business	Number of Stores	Sales, 1941	Stocks on hand, end of year (at cost)
		\$	\$
Furniture--Household--Radio Group-- (Cont'd) --			
Household appliance or radio dealers --			
1. Household appliance stores .....	854	23,760,300	4,869,500
2. Household appliance stores with radios ....	370	15,534,200	3,221,400
Radio and music stores --			
3. Radio specialty stores .....	342	2,759,000	506,700
4. Radio and music stores .....	58	3,413,900	876,600
5. Piano and music stores .....	24	427,200	169,500
Other home furnishings and appliance stores --			
6. Antique shops .....	114	893,800	589,700
7. China, glassware, kitchenware stores .....	118	2,536,900	1,027,600
8. Floor coverings, curtains, interior decorations .....	178	4,246,600	1,361,500
9. Pictures and picture framing stores .....	75	504,600	194,300
10. Other home furnishings stores .....	28	223,400	44,700
11. Restaurant Group .....	8,821	131,181,000	4,231,700
12. Restaurants, cafeterias and eating places ...	4,457	88,033,100	2,387,100
13. Eating places with other merchandise .....	3,221	38,660,000	1,691,000
14. Refreshment booths and stands .....	1,143	4,487,900	153,600
15. Other Retail Stores .....	23,824	589,192,700	84,994,900
16. Farm implement dealers .....	2,587	30,383,600	3,633,600
Feed stores --			
17. Feed stores (flour, feed, grain, seed) ....	1,058	32,085,200	3,446,100
18. Farmers' supply stores .....	296	6,548,600	1,370,100
19. Harness shops .....	215	944,500	388,500
20. Book and stationery stores .....	497	9,367,400	2,768,500
Coal and wood yards (ice dealers) --			
21. Coal and wood yards (including ice) .....	2,862	98,646,800	9,517,100
22. Ice dealers .....	457	4,149,700	289,400
Drug stores --			
23. Drug stores without soda fountain or lunches .....	2,848	62,536,100	16,517,300
24. Drug stores with soda fountain or lunches .	1,108	38,491,300	6,944,800
25. Florists .....	691	8,152,300	601,800
26. Gift, novelty and souvenir shops .....	472	3,501,900	1,298,600
27. Camera and photographic supply stores .....	72	3,235,500	544,400
28. Jewellery stores .....	1,692	38,453,800	13,644,500
29. Luggage and leather goods stores .....	86	2,047,300	540,700
30. Musical instrument stores (without radios or pianos).....	103	1,105,300	418,700
31. Newsdealers .....	251	3,401,900	293,500
32. Newsdealers and smallwares .....	42	496,300	90,400

Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				\$			\$	
413	6	2,652	673	4,551,900	479	144	214,200	1.
320	4	1,100	297	1,857,100	166	43	70,200	2.
339	2	168	39	193,100	54	17	23,000	3.
33	3	332	119	521,400	63	25	32,200	4.
13	1	33	25	60,900	11	7	4,800	5.
71	42	64	30	125,400	25	18	13,200	6.
66	43	160	134	385,700	29	58	19,700	7.
135	24	281	140	494,500	61	57	36,800	8.
69	9	78	31	82,800	21	15	8,900	9.
26	3	22	10	26,400	7	5	3,200	10.
8,860	1,451	14,334	18,388	21,055,000	2,377	4,437	1,579,700	11.
4,767	663	10,869	12,931	16,067,100	1,104	2,305	919,400	12.
3,186	550	2,855	4,837	4,587,600	888	1,671	543,400	13.
907	238	610	620	400,300	385	461	116,900	14.
19,754	1,908	31,725	9,890	44,979,900	12,558	3,585	4,359,000	15.
2,701	16	1,188	93	1,261,300	851	89	224,700	16.
1,032	20	1,467	163	1,524,700	546	72	160,600	17.
264	2	331	52	331,700	139	9	45,100	18.
209	2	79	4	73,300	23	3	7,300	19.
373	92	687	635	1,205,500	145	227	72,700	20.
2,735	118	6,578	647	7,481,300	3,290	142	1,116,500	21.
449	10	1,047	42	1,003,900	1,277	20	197,400	22.
2,346	107	4,345	1,238	5,513,100	1,802	512	571,900	23.
864	27	2,397	2,047	3,835,100	1,250	595	468,800	24.
494	189	678	479	1,090,100	378	344	127,700	25.
266	208	106	291	245,600	71	272	85,700	26.
52	3	200	121	388,300	17	15	6,900	27.
1,534	83	2,191	1,480	4,397,400	392	404	218,400	28.
65	5	116	67	222,300	42	45	23,700	29.
78	12	58	45	118,200	17	24	8,900	30.
169	25	320	140	315,700	107	15	33,400	31.
36	8	15	24	31,100	9	8	4,200	32.

Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business--(Concl'd)

Kind of Business	Number of Stores	Sales, 1941	Stocks on hand, end of year (at cost)
		\$	\$
Other Retail Stores--(Cont'd) --			
1. Office, store and school furniture, equip- ment and supplies .....	341	26,289,600	3,965,400
2. Opticians and optometrists .....	583	5,989,400	823,400
3. Sporting goods stores .....	507	5,879,300	1,578,700
4. Scientific and medical instruments .....	22	2,269,600	170,100
5. Tobacco stores and stands .....	4,239	43,227,400	4,454,300
Liquor stores --			
6. Government liquor stores .....	618	112,834,600	6,393,800
7. Brewers' warehouses (2) .....	136	20,197,500	261,600
8. Taverns (not including hotels) .....	399	9,038,900	168,600
9. Wine stores .....	49	2,501,600	291,200
10. Patent medicine, perfumes, extracts, etc. ...	251	1,694,200	400,600
11. Miscellaneous kinds of business .....	1,342	15,723,100	4,179,200
12. Second-Hand Group .....	1,740	11,070,500	2,785,200
13. Automobile parts and accessories .....	244	1,996,900	551,500
14. Book stores .....	111	233,500	82,500
15. Clothing and shoe stores .....	311	1,409,400	451,100
16. Furniture stores .....	530	3,710,000	734,600
17. All other second-hand stores .....	544	3,720,700	965,500

(2) Includes retail business of brewers' warehouses and brewers' retail stores.



Table 9.--Retail Merchandise Trade, 1941, by Kinds of Business--(Concl'd)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				\$			\$	
161	6	2,295	694	5,219,600	76	39	53,200	1.
516	12	412	186	853,400	62	63	35,100	2.
484	20	445	46	468,000	160	28	48,100	3.
15	2	45	16	124,700	-	2	400	4.
3,462	636	1,635	913	2,069,900	791	468	278,000	5.
-	-	1,940	38	3,112,300	405	-	263,000	6.
2	2	508	30	833,600	24	5	12,800	7.
392	34	1,275	33	1,254,400	337	14	134,500	8.
-	-	161	8	249,400	32	9	9,100	9.
205	42	84	61	107,700	12	28	10,500	10.
850	227	1,122	292	1,648,300	303	133	140,400	11.
1,625	145	926	79	911,600	288	69	88,300	12.
251	3	305	10	290,000	58	7	15,600	13.
92	20	4	5	9,000	10	15	2,800	14.
272	40	93	11	83,600	22	11	10,200	15.
493	44	253	26	237,300	114	21	34,600	16.
517	38	271	27	291,700	84	15	25,100	17.

Table 10.--Retail Merchandise Trade, 1941, by Size of Business  
(In thousands of dollars)

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
1. Total, All Stores .....	137,331	3,440,902	4,995	5,191
2. Per cent of total stores and sales ....	100.0	100.0	6.6	0.2
3. Food Group .....	48,468	786,247	4,359	2,510
4. Bakery products stores .....	992	9,356	73	41
5. Candy and confectionery stores .....	11,583	67,260	1,805	965
6. Dairy products dealers .....	1,295	31,551	50	28
7. Fruit and vegetable stores .....	1,456	23,041	47	33
8. Grocery stores (without fresh meat) .....	21,885	266,396	2,120	1,292
9. Combination stores (groceries and meats) .	6,101	301,351	45	30
10. Meat markets (including sea foods) .....	4,792	82,884	200	112
11. Other food stores .....	364	4,411	19	11
12. Country General Stores .....	11,917	214,748	327	214
13. General Merchandise Group .....	3,794	525,971	247	134
14. Department stores and mail order houses or offices .....	504	377,806	6	4
15. General merchandise and dry goods stores .	2,205	62,988	218	117
16. Variety stores .....	1,085	85,177	23	14
17. Automotive Group .....	16,867	594,720	582	350
18. Motor vehicle dealers --				
18. Automobile dealers .....	1,962	238,014	1	(x)
19. Automobile dealers with wholesale car departments .....	212	102,029	1	(x)
20. Automobile dealers with farm implements	379	20,109	2	(x)
21. Used car dealers .....	282	10,805	6	5
22. Accessory, tire and battery shops .....	657	16,338	28	16
23. Garages .....	3,156	47,561	126	79
24. Filling stations .....	10,130	157,558	416	247
25. Other automotive establishments .....	89	2,306	2	(x)
26. Apparel Group .....	12,601	295,212	698	402
Men's and boys' clothing and furnishings stores --				
27. Men's clothing or clothing and furn- ishings stores .....	1,619	52,135	25	14
28. Men's furnishings stores .....	416	8,160	10	7
29. Men's hat stores .....	52	1,369	-	-
30. Custom tailors and made-to-measure clothing .....	1,398	18,209	143	86

Table 10.--Retail Merchandise Trade, 1941, by Size of Business

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
9,958	14,146	24,339	81,181	27,674	198,189	27,800	393,385	1.
7.3	0.4	17.7	2.3	20.1	5.8	20.2	11.4	2.
4,328	6,054	9,952	33,579	10,387	73,776	9,099	127,373	3.
73	111	236	783	307	2,157	208	2,864	4.
1,468	2,043	3,415	11,116	2,970	20,761	1,475	19,710	5.
88	118	225	754	309	2,206	277	3,768	6.
60	91	228	788	327	2,352	393	5,575	7.
2,258	3,123	4,686	16,046	4,807	34,016	4,188	58,523	8.
100	153	347	1,269	545	4,102	1,263	18,640	9.
253	374	740	2,388	1,036	7,554	1,205	17,037	10.
28	39	75	235	86	628	90	1,255	11.
594	877	1,706	5,786	2,614	18,904	3,248	45,737	12.
197	280	456	1,513	505	3,595	541	7,714	13.
8	13	20	75	26	193	44	608	14.
168	239	361	1,194	355	2,477	332	4,683	15.
21	29	75	245	124	926	165	2,423	16.
858	1,224	2,601	8,653	3,346	24,126	3,561	50,546	17.
6	(x)	38	139	115	860	222	3,378	18.
-	-	-	-	-	-	-	-	19.
1	(x)	10	38	24	187	86	1,293	20.
10	16	32	109	37	254	59	823	21.
44	64	94	303	106	765	137	1,894	22.
195	274	605	1,980	774	5,610	706	10,046	23.
597	854	1,803	6,027	2,267	16,300	2,336	32,871	24.
5	6	19	58	23	151	15	240	25.
863	1,258	1,999	6,534	2,144	15,515	2,516	36,703	26.
26	51	99	360	242	1,795	382	5,704	27.
16	23	44	143	83	590	111	1,561	28.
3	(x)	4	(x)	9	71	9	146	29.
185	262	385	1,206	274	1,900	178	2,510	30.



Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)  
(In thousands of dollars)

Kind of Business	\$20,000- \$29,999		\$30,000- \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
1. Total, All Stores .....	14,339	345,734	12,126	460,534
2. Per cent of total stores and sales .	10.4	10.0	8.8	13.4
3. Food Group .....	4,299	103,338	3,335	126,547
4. Bakery products stores .....	62	1,482	25	928
5. Candy and confectionery stores .....	333	7,647	92	3,293
6. Dairy products dealers .....	119	2,855	86	3,271
7. Fruit and vegetable stores .....	217	5,179	124	4,722
8. Grocery stores (without fresh meat) .....	1,836	43,981	1,332	50,085
9. Combination stores (groceries and meats) .	1,062	26,103	1,187	45,758
10. Meat markets (including sea foods) .....	632	15,189	466	17,662
11. Other food stores .....	38	905	23	829
12. Country General Stores .....	1,551	37,061	1,130	42,370
13. General Merchandise Group .....	367	8,900	424	16,488
14. Department stores and mail order houses or offices .....	44	1,116	63	2,519
15. General merchandise and dry goods stores .	205	4,959	237	9,280
16. Variety stores .....	118	2,826	124	4,690
17. Automotive Group .....	2,029	48,749	1,796	68,317
Motor vehicle dealers --				
18. Automobile dealers .....	228	5,558	345	13,622
19. Automobile dealers with wholesale car departments .....	3	(x)	3	(x)
20. Automobile dealers with farm imple- ments .....	71	1,710	77	2,991
21. Used car dealers .....	28	685	52	2,010
22. Accessory, tire and battery shops .....	81	1,992	76	2,952
23. Garages .....	355	8,401	259	9,563
24. Filling stations .....	1,251	30,062	979	36,877
25. Other automotive establishments .....	12	(x)	5	(x)
26. Apparel Group .....	1,530	37,363	1,489	56,718
Men's and boys' clothing and furnishings stores --				
27. Men's clothing or clothing and furn- ishings stores .....	274	6,665	292	11,073
28. Men's furnishings stores .....	69	1,699	59	2,187
29. Men's hat stores .....	6	148	14	562
30. Custom tailors and made-to-measure clothing .....	87	2,174	73	2,820

Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$50,000- \$99,999		\$100,000- \$199,999		\$200,000- \$499,999		\$500,000- or over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
7,523 5.5	508,867 14.8	2,856 2.1	389,055 11.3	1,308 1.0	395,024 11.5	413 0.3	649,597 18.9	1. 2.
1,799	120,276	591	79,950	273	84,541	46	28,502	3.
5	(x)	2	(x)	1	(x)	-	-	4.
24	(x)	1	(x)	-	-	-	-	5.
77	(x)	39	(x)	22	(x)	3	(x)	6.
53	3,448	7	852	-	-	-	-	7.
506	32,816	117	16,297	33	(x)	1	(x)	8.
934	63,953	371	50,237	206	65,898	41	25,209	9.
198	(x)	51	(x)	11	(x)	1	(x)	10.
2	(x)	3	(x)	-	-	-	-	11.
587	38,554	138	18,744	20	(x)	2	(x)	12.
471	33,934	317	43,682	180	55,507	89	354,223	13.
118	8,311	53	7,462	53	18,077	69	339,429	14.
190	13,277	93	12,329	42	12,130	4	2,304	15.
163	12,346	171	23,890	85	25,300	16	12,490	16.
1,124	75,779	514	71,088	313	98,584	143	147,303	17.
397	28,305	329	45,851	200	63,184	81	77,108	18.
18	1,329	44	6,361	84	26,758	59	(x)	19.
68	4,961	28	3,550	9	2,577	3	(x)	20.
28	1,890	25	3,452	5	1,562	-	-	21.
67	4,377	19	2,694	5	1,282	-	-	22.
108	6,946	24	3,270	4	1,392	-	-	23.
435	27,751	42	(x)	4	(x)	-	-	24.
3	(x)	3	(x)	2	(x)	-	-	25.
988	66,676	258	34,245	102	28,569	14	11,231	26.
202	13,798	59	7,751	18	4,925	-	-	27.
19	1,236	4	(x)	1	(x)	-	-	28.
7	426	-	-	-	-	-	-	29.
54	3,681	14	(x)	5	(x)	-	-	30.

Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)  
(In thousands of dollars)

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
Apparel Group--(Cont'd) --				
1. Family clothing stores .....	1,934	73,779	42	(x)
Women's apparel and accessories stores --				
1. Women's ready-to-wear stores .....	2,457	59,880	75	(x)
2. Hosiery, lingerie and accessories stores .....	821	11,192	73	40
3. Millinery stores .....	1,153	7,072	176	92
4. Furriers--fur shops .....	462	16,005	5	3
5. Infants' and children's wear stores ....	184	1,751	16	(x)
6. Other women's apparel stores .....	431	1,623	108	57
7. Shoe stores .....	1,674	44,038	25	(x)
8. Building Materials Group .....	5,801	174,203	188	100
9. Hardware stores .....	3,020	73,143	71	35
10. Lumber and building material dealers .....	1,611	79,786	33	(x)
11. Other building materials .....	1,170	21,275	84	(x)
12. Furniture--Household--Radio Group ..	3,498	118,357	191	100
13. Furniture stores .....	1,337	64,057	28	(x)
Household appliance or radio dealers --				
14. Household appliance stores .....	854	23,760	55	24
15. Household appliance stores with radios .	370	15,534	5	(x)
16. Radio and music stores .....	424	6,600	49	(x)
17. Other home furnishings and appliance stores	513	8,406	54	(x)
18. Restaurant Group .....	8,821	131,181	679	395
19. Restaurants, cafeterias and eating places .	4,457	88,033	163	109
20. Eating places with other merchandise .....	3,221	38,660	160	101
21. Refreshment booths and stands .....	1,143	4,488	356	185
22. Other Retail Stores .....	23,824	589,193	1,436	837
23. Farm implement dealers .....	2,587	30,384	250	143
24. Farmers' supplies .....	1,354	38,634	79	44
25. Harness shops .....	215	945	31	(x)
26. Book and stationery stores .....	497	9,367	33	18
27. Coal and wood yards (ice dealers) .....	3,319	102,797	231	143
Drug stores --				
28. Drug stores without soda fountain .....	2,848	62,536	46	27
29. Drug stores with soda fountain .....	1,108	38,491	-	-



Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
66	91	212	767	316	2,336	415	6,210	1.
125	180	331	1,108	403	2,894	570	8,299	1.
87	127	177	567	160	1,179	151	2,134	2.
169	243	330	1,097	255	1,809	137	1,868	3.
15	22	41	147	71	550	98	1,478	4.
20	28	55	175	41	294	28	407	5.
97	139	129	377	61	439	30	395	6.
54	(x)	172	(x)	229	(x)	407	5,992	7.
256	365	701	2,381	1,049	7,761	1,445	20,653	8.
102	(x)	328	1,117	563	4,234	807	11,977	9.
33	(x)	130	454	265	1,960	371	5,400	10.
123	175	243	909	221	1,590	237	3,277	11.
220	324	496	1,655	564	4,037	569	8,186	12.
46	66	129	448	164	1,191	250	3,765	13.
55	83	115	391	167	1,207	115	1,543	14.
14	19	41	132	52	382	69	1,035	15.
59	(x)	104	325	84	589	60	819	16.
46	(x)	107	358	97	668	75	1,026	17.
616	887	1,778	5,878	1,956	14,032	1,828	25,716	18.
218	325	763	2,567	912	6,635	987	13,933	19.
196	293	671	2,277	896	6,418	787	10,980	20.
202	270	344	1,034	148	974	59	803	21.
1,740	2,490	4,113	13,725	4,782	34,166	4,804	68,207	22.
281	405	565	1,810	607	4,200	474	6,399	23.
86	114	204	679	206	1,452	241	3,374	24.
53	71	80	246	33	229	16	216	25.
35	50	87	293	102	736	109	1,502	26.
310	430	569	1,866	526	3,669	508	7,199	27.
71	103	218	777	473	3,527	801	11,861	28.
2	(x)	17	62	57	452	247	3,785	29.

Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)  
(In thousands of dollars)

Kind of Business	\$20,000- \$29,999		\$30,000- \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
Apparel Group--(Cont'd) --				
1. Family clothing stores .....	262	6,421	285	10,838
Women's apparel and accessories stores --				
1. Women's ready-to-wear stores .....	350	8,509	309	11,734
2. Hosiery, lingerie and accessories stores .....	65	1,521	70	2,668
3. Millinery stores .....	44	1,052	19	(x)
4. Furriers--fur shops .....	81	1,957	56	2,220
5. Infants' and children's wear stores ....	11	272	10	378
6. Other women's apparel stores .....	3	(x)	2	(x)
7. Shoe stores .....	278	(x)	300	(x)
8. Building Materials Group .....	752	18,220	622	23,526
9. Hardware stores .....	463	11,207	357	13,466
10. Lumber and building material dealers .....	195	4,759	178	6,693
11. Other building materials .....	94	2,255	87	3,368
12. Furniture--Household--Radio Group	387	9,418	435	16,966
13. Furniture stores .....	171	4,118	211	8,108
Household appliance or radio dealers --				
14. Household appliance stores .....	94	2,336	101	3,992
15. Household appliance stores with radios .	40	977	60	2,476
16. Radio and music stores .....	27	(x)	19	(x)
17. Other home furnishings and appliance stores	55	(x)	44	(x)
18. Restaurant Group .....	850	20,445	665	25,051
19. Restaurants, cafeterias and eating places .	570	13,740	476	17,944
20. Eating places with other merchandise .....	264	6,345	179	6,760
21. Refreshment booths and stands .....	16	360	10	346
22. Other Retail Stores .....	2,511	60,740	2,191	83,100
23. Farm implement dealers .....	193	4,529	137	5,126
24. Farmers' supplies .....	133	3,160	171	6,575
25. Harness shops .....	-	-	1	(x)
26. Book and stationery stores .....	48	1,136	42	1,603
27. Coal and wood yards (ice dealers) .....	341	8,169	348	13,491
Drug stores --				
28. Drug stores without soda fountain	570	13,925	457	16,972
29. Drug stores with soda fountain	263	6,711	338	12,887

Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$50,000- \$99,999		\$100,000- \$199,999		\$200,000- \$499,999		\$500,000 and over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
199	13,693	77	10,433	49	14,208	11	(x)	1.
235	15,690	46	5,940	10	2,806	3	(x)	1.
31	2,115	7	641	-	-	-	-	2.
2	(x)	1	(x)	-	-	-	-	3.
64	4,598	21	2,631	10	2,601	-	-	4.
3	(x)	-	-	-	-	-	-	5.
1	(x)	-	-	-	-	-	-	6.
171	(x)	29	(x)	9	(x)	-	-	7.
461	31,920	232	32,143	77	21,990	16	15,125	8.
208	14,171	67	(x)	22	(x)	2	(x)	9.
203	14,218	139	19,650	53	15,460	11	(x)	10.
50	3,531	26	(x)	2	(x)	3	(x)	11.
398	27,658	170	22,632	57	(x)	11	(x)	12.
193	13,785	103	(x)	34	9,761	8	9,138	13.
116	7,677	29	3,741	6	(x)	1	(x)	14.
53	3,764	26	3,585	9	2,622	1	(x)	15.
11	(x)	5	(x)	5	1,331	1	(x)	16.
25	(x)	7	(x)	3	(x)	-	-	17.
342	22,650	94	12,372	13	3,757	-	-	18.
279	18,610	82	(x)	12	(x)	-	-	19.
55	3,530	12	(x)	1	(x)	-	-	20.
8	510	-	-	-	-	-	-	21.
1,543	90,753	539	73,771	273	80,472	92	80,931	22.
56	3,544	17	2,366	7	1,861	-	-	23.
157	10,690	61	8,308	16	4,238	-	-	24.
2	(x)	-	-	-	-	-	-	25.
28	1,684	11	(x)	2	(x)	-	-	26.
287	(x)	136	(x)	44	(x)	19	(x)	27.
189	12,000	18	(x)	2	(x)	1	(x)	28.
147	9,453	32	3,986	5	(x)	-	-	29.



Table 10.—Retail Merchandise Trade, 1941, by Size of Business—(Cont'd)  
(In thousands of dollars)

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
Other Retail Stores—(Cont'd)				
1. Florists .....	691	8,152	37	19
2. Gift, novelty and souvenir shops .....	472	3,502	55	29
3. Camera and photographic supply stores ...	72	3,236	2	(x)
4. Jewellery stores .....	1,692	38,454	56	33
5. Luggage and leather goods stores .....	86	2,047	2	(x)
6. Musical instrument stores (without radios or pianos) .....	103	1,105	12	7
7. Newsdealers .....	251	3,402	22	11
8. Newsdealers and smallwares .....	42	496	4	3
9. Office, store and school furniture, equipment and supplies .....	341	26,889	6	4
10. Opticians and optometrists .....	583	5,989	15	11
11. Sporting goods stores .....	507	5,879	46	30
12. Scientific and medical instruments .....	22	2,270	1	(x)
13. Tobacco stores and stands .....	4,239	43,227	296	177
14. Liquor stores .....	1,202	144,573	-	-
15. Patent medicine, perfumes, extracts, etc.	251	1,694	39	23
16. Miscellaneous kinds of business .....	1,342	15,723	173	92
17. Second-Hand Group .....	1,740	11,071	288	149
18. Automobile parts and accessories .....	244	1,997	23	13
19. Book stores .....	111	234	53	24
20. Clothing and shoe stores .....	311	1,409	66	32
21. Furniture stores .....	530	3,710	74	40
22. All other second-hand stores .....	544	3,721	72	39

Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
58	81	168	549	189	1,390	136	1,896	1.
55	76	148	489	102	746	81	1,079	2.
4	6	11	42	8	63	15	229	3.
112	176	361	1,228	389	2,740	345	4,791	4.
4	6	9	38	21	153	18	280	5.
6	9	19	65	32	224	17	240	6.
19	28	58	195	58	392	44	647	7.
4	5	6	24	16	116	8	115	8.
14	22	22	81	30	221	63	901	9.
44	69	129	455	195	1,381	130	1,790	10.
48	66	119	377	105	735	98	1,415	11.
-	-	4	14	7	31	6	88	12.
363	532	889	2,991	1,176	8,489	1,019	14,241	13.
2	(x)	25	101	123	929	179	2,720	14.
31	43	87	277	57	379	21	293	15.
139	192	318	1,068	268	1,894	228	3,147	16.
284	387	537	1,678	327	2,257	189	2,551	17.
30	42	67	207	55	380	46	660	18.
19	25	31	98	4	24	4	63	19.
49	70	106	330	57	397	27	334	20.
87	119	143	452	113	798	69	903	21.
99	131	190	590	98	659	43	592	22.

Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)  
(In thousands of dollars)

Kind of Business	\$20,000- \$29,999		\$30,000- \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
Other Retail Stores--(Cont'd)				
1. Florists .....	39	944	41	1,589
2. Gift, novelty and souvenir shops .....	18	420	7	279
3. Camera and photographic supply stores ...	8	196	10	407
4. Jewellery stores .....	181	4,255	114	4,344
5. Luggage and leather goods stores .....	13	348	9	336
6. Musical instrument stores (without radios or pianos) .....	5	(x)	10	366
7. Newsdealers .....	18	433	20	717
8. Newsdealers and smallwares .....	2	(x)	1	(x)
9. Office, store and school furniture, equipment and supplies .....	28	698	50	1,921
10. Opticians and optometrists .....	45	1,083	17	599
11. Sporting goods stores .....	46	1,108	29	1,111
12. Scientific and medical instruments .....	1	(x)	-	-
13. Tobacco stores and stands .....	279	6,577	154	5,671
14. Liquor stores .....	178	4,412	131	5,871
15. Patent medicine, perfumes, extracts, etc.	11	258	4	(x)
16. Miscellaneous kinds of business .....	91	2,158	80	3,017
17. Second-Hand Group .....	63	1,500	39	1,453
18. Automobile parts and accessories .....	13	314	9	(x)
19. Book stores .....	-	-	-	-
20. Clothing and shoe stores .....	5	(x)	-	-
21. Furniture stores .....	25	585	15	(x)
22. All other second-hand stores .....	20	(x)	15	572



Table 10.--Retail Merchandise Trade, 1941, by Size of Business--(Concl'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$50,000- \$99,999		\$100,000- \$199,999		\$200,000- \$499,999		\$500,000- and over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
21	(x)	2	(x)	-	-	-	-	1.
6	585	-	-	-	-	-	-	2.
7	464	3	(x)	3	(x)	1	(x)	3.
82	5,520	32	4,193	14	4,449	6	6,724	4.
8	606	2	(x)	-	-	-	-	5.
2	(x)	-	-	-	-	-	-	6.
10	(x)	2	(x)	-	-	-	-	7.
-	-	1	(x)	-	-	-	-	8.
59	4,189	44	6,036	13	3,749	12	8,460	9.
6	(x)	2	(x)	-	-	-	-	10.
15	(x)	1	(x)	-	-	-	-	11.
1	(x)	-	-	1	(x)	1	(x)	12.
54	5,499	8	(x)	1	(x)	-	-	13.
172	12,309	158	22,892	162	49,155	52	46,182	14.
-	-	-	-	1	(x)	-	-	15.
34	2,314	9	1,269	2	543	-	-	16.
10	667	4	431	-	-	-	-	17.
1	(x)	-	-	-	-	-	-	18.
-	-	-	-	-	-	-	-	19.
-	-	1	(x)	-	-	-	-	20.
4	(x)	-	-	-	-	-	-	21.
2	353	2	(x)	-	-	-	-	22.

Table 11.--Retail Merchandise Trade, 1941, Classified by Number of Employees

Number of Employees	Stores		Sales		All Employees		
					TOTAL		Male
	Number	Per Cent	Amount	Per Cent	Number	Per Cent	Number
1. Total, All Stores .....	137,331	100.0	\$ 3,440,301,700	100.0	392,608	100.0	242,137
Stores reporting --							
2. No employees .....	56,907	41.4	297,279,100	8.6	-	-	-
3. 1 employee .....	27,578	20.1	305,295,400	8.9	27,578	7.0	20,208
4. 2 employees .....	16,987	12.4	323,248,100	9.4	33,974	8.7	23,794
5. 3 employees .....	10,479	7.6	282,380,500	8.2	31,437	8.0	21,577
6. 4 employees .....	6,732	4.9	225,400,100	6.6	26,928	6.8	18,334
7. 5-9 employees .....	12,303	9.0	631,187,700	18.3	76,381	20.0	52,704
8. 10-19 employees .....	4,118	3.0	417,040,800	12.1	52,720	13.4	34,767
9. 20-49 employees .....	1,779	1.3	390,543,900	11.4	50,982	13.0	30,641
10. 50-99 employees .....	313	0.2	154,682,600	4.5	19,567	5.0	10,688
11. 100 employees or over ....	135	0.1	413,843,800	12.0	71,041	18.1	29,424
Food Group --							
12. Total, All Stores ....	42,468	100.0	786,247,300	100.0	74,985	100.0	54,483
Stores reporting --							
13. No employees .....	25,216	52.0	120,526,100	15.3	-	-	-
14. 1 employee .....	8,876	18.3	93,139,400	11.8	8,876	11.8	6,414
15. 2 employees .....	5,201	10.7	93,815,900	11.9	10,402	13.9	7,290
16. 3 employees .....	3,151	6.5	77,880,400	9.9	9,453	12.6	6,767
17. 4 employees .....	1,917	3.9	62,702,000	8.0	7,668	10.2	5,528
18. 5-9 employees .....	3,044	6.3	155,854,100	19.8	19,187	25.6	13,483
19. 10-19 employees .....	759	1.8	87,862,100	11.2	9,497	12.7	7,047
20. 20-49 employees .....	268	0.6	80,100,600	10.2	7,595	10.1	6,037
21. 50-99 employees .....	30	0.1	12,357,500	1.6	1,604	2.2	1,305
22. 100 employees or over .....	6	(b)	2,029,200	0.3	673	0.9	612
Automotive Group --							
23. Total, All Stores .....	16,867	100.0	594,719,500	100.0	46,193	100.0	43,156
Stores reporting --							
24. No employees .....	5,834	34.6	36,652,700	6.2	-	-	-
25. 1 employee .....	4,095	24.3	51,025,700	8.6	4,095	8.9	3,945
26. 2 employees .....	2,480	14.7	54,039,400	9.1	4,960	10.7	4,652
27. 3 employees .....	1,373	8.2	43,779,800	7.3	4,128	8.9	3,865
28. 4 employees .....	758	4.5	30,863,300	5.2	3,032	6.6	2,781
29. 5-9 employees .....	1,461	8.6	93,873,100	15.8	9,141	19.8	8,487
30. 10-19 employees .....	498	2.9	75,204,800	12.6	6,485	14.0	6,024
31. 20-49 employees .....	285	1.7	111,800,700	18.8	8,359	18.1	7,790
32. 50-99 employees .....	64	0.4	64,942,500	10.9	3,932	8.5	3,700
33. 100 employees or over ....	16	0.1	32,607,500	5.5	2,061	4.5	1,912

(b) Less than .05 per cent.

Table 11.--Retail Merchandise Trade, 1941, Classified by Number of Employees

All Employees--(Cont'd)			Full-time Employees (Included in Totals)						
Female	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
Number	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	\$						\$		
159,471	314,437,500	100.0	297,047	100.0	188,658	108,389	289,379,500	100.0	1.
-	-	-	-	-	-	-	-	-	2.
7,370	17,915,800	5.7	19,742	6.6	15,235	4,507	15,737,700	5.4	3.
10,180	21,263,400	6.7	23,309	7.9	16,912	6,397	18,570,800	6.4	4.
9,860	20,666,200	6.6	22,124	7.5	15,432	6,692	18,354,100	6.3	5.
8,594	18,670,900	5.9	19,146	6.4	13,233	5,913	16,807,800	5.8	6.
25,677	59,704,600	19.0	58,091	19.6	39,857	18,234	54,927,800	19.0	7.
17,953	45,877,100	14.6	41,292	13.9	27,617	13,675	42,994,400	14.9	8.
20,341	46,127,300	14.7	39,206	13.2	24,590	14,616	43,235,100	15.0	9.
8,879	19,522,700	6.2	15,798	5.3	9,349	6,449	18,586,500	6.4	10.
41,617	64,689,500	20.6	58,339	19.6	26,433	31,906	60,165,300	20.8	11.
20,472	46,667,200	100.0	52,265	100.0	38,587	13,678	41,674,400	100.0	12.
-	-	-	-	-	-	-	-	-	13.
2,462	4,854,900	10.4	6,337	12.1	4,819	1,518	4,217,700	10.1	14.
3,112	5,470,700	11.7	7,042	13.5	5,097	1,945	4,679,200	11.2	15.
2,686	5,193,700	11.1	6,529	12.5	4,733	1,796	4,586,800	11.0	16.
2,140	4,543,500	9.7	5,402	10.3	3,950	1,452	4,061,400	9.8	17.
5,704	12,057,400	25.9	13,391	25.6	9,757	3,634	10,926,800	26.2	18.
2,450	7,085,000	15.2	6,888	13.2	5,119	1,769	6,531,500	15.7	19.
1,558	5,883,500	12.6	4,874	9.3	3,611	1,263	5,202,700	12.5	20.
299	1,207,600	2.6	1,156	2.2	910	246	1,101,800	2.6	21.
61	370,900	0.8	646	1.3	591	55	366,500	0.9	22.
3,037	49,457,700	100.0	38,541	100.0	36,204	2,337	47,031,500	100.0	23.
-	-	-	-	-	-	-	-	-	24.
150	2,720,800	5.5	2,960	7.7	2,890	70	2,370,900	5.1	25.
308	3,624,200	7.3	3,641	9.4	3,489	152	3,250,900	6.9	26.
263	3,266,100	6.6	3,046	7.9	2,901	145	2,931,200	6.8	27.
251	2,436,700	4.9	2,271	5.9	2,104	167	2,229,000	4.7	28.
654	8,535,100	17.3	7,512	19.5	6,995	517	8,082,400	17.2	29.
461	7,321,800	14.8	5,562	14.4	5,164	398	7,007,200	14.9	30.
569	11,689,400	23.6	7,709	20.0	7,202	507	11,398,000	24.2	31.
232	6,552,300	13.3	3,805	9.9	3,573	232	6,478,900	13.8	32.
149	3,311,300	6.7	2,035	5.3	1,886	149	3,283,000	7.0	33.



Table 12. Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales, and Accounts Outstanding

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales	Number of Stores	Sales
		\$		\$
1. Total, All Stores .....	137,331	3,440,901,700	39,059	485,677,800
2. Food Group .....	48,468	786,247,300	12,595	101,957,800
3. Bakery products stores .....	992	9,356,100	293	1,653,100
4. Candy and confectionery stores .....	11,583	67,259,900	4,244	18,541,700
5. Dairy products dealers .....	1,295	31,550,600	524	7,384,000
6. Fruit and vegetable stores ...	1,456	23,040,600	347	3,273,600
7. Grocery stores (without fresh meat) .....	21,884	266,027,500	5,038	38,505,400
8. Combination stores (groceries and meats) .....	6,101	301,351,000	888	21,318,800
9. Meat markets (including sea foods) .....	4,793	83,252,200	1,136	10,462,200
10. Other food stores .....	364	4,409,400	125	819,000
11. Country General Stores ....	11,917	214,747,800	3,199	48,410,800
12. General Merchandise Group .	3,794	525,971,000	1,195	35,988,300
13. Department stores and mail order houses or offices ....	504	377,806,100	269	16,811,500
14. General merchandise and dry goods stores .....	2,205	62,987,900	776	14,740,800
15. Variety stores .....	1,085	85,177,000	150	4,436,000
16. Automotive Group .....	16,867	594,719,500	5,338	83,180,400
Motor vehicle dealers --				
17. Automobile dealers .....	1,962	238,013,600	408	24,787,200
18. Automobile dealers with wholesale car departments.	212	102,029,100	11	3,140,800
19. Automobile dealers with farm implements .....	379	20,108,600	71	1,775,000
20. Used car dealers .....	282	10,804,900	73	1,849,700
21. Accessory, tire and battery shops .....	657	16,338,300	176	2,052,000
22. Garages .....	3,156	47,561,400	1,132	12,001,200
23. Filling stations .....	10,130	157,558,100	3,434	37,051,300
24. Other automotive establishments .....	89	2,305,500	33	523,200

Table 12.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales, and Accounts Outstanding

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	\$	\$		\$	\$	
98,272	2,955,223,900	838,616,700	28.3	313,233,400	316,213,200	1.
55,873	684,239,500	171,915,100	25.1	-	39,984,400	2.
699	7,703,000	795,600	10.3	-	193,100	3.
7,339	48,718,200	4,053,200	8.3	-	2,673,900	4.
771	24,166,600	8,018,300	33.2	-	1,434,300	5.
1,109	19,767,000	2,393,800	12.1	-	5,323,200	6.
16,846	227,522,100	69,002,300	30.3	-	17,748,000	7.
5,213	280,032,200	68,174,600	24.3	-	9,262,500	8.
3,657	72,790,000	19,232,100	26.4	-	3,209,700	9.
239	3,590,400	245,200	6.8	-	139,700	10.
8,718	166,337,000	51,269,100	30.8	3,199,100	33,079,300	11.
2,599	489,982,700	101,514,000	20.7	46,989,100	36,193,100	12.
235	360,994,600	86,927,200	24.1	44,251,400	26,974,700	13.
1,429	48,247,100	14,394,700	29.8	2,705,600	9,123,300	14.
936	80,741,000	192,100	0.2	32,100	95,100	15.
11,539	511,539,100	213,329,700	41.9	136,879,300	51,796,200	16.
1,554	213,226,400	110,683,700	51.9	84,383,200	12,939,200	17.
201	98,888,300	50,869,900	51.4	35,252,700	3,737,300	18.
308	18,333,600	9,097,800	49.6	6,289,700	1,844,100	19.
209	8,955,200	5,241,400	58.5	4,980,500	3,405,900	20.
481	14,286,300	6,299,400	44.1	1,306,500	1,378,300	21.
2,024	35,560,200	11,595,900	32.6	2,502,800	3,820,400	22.
6,896	120,506,800	19,012,400	15.8	1,732,300	4,390,200	23.
56	1,782,300	729,200	40.9	431,600	280,800	24.

(1) Included in credit sales.

Table 12.---Retail Merchandise Trade, 1941. Credit Sales, Instalment Sales,  
and Accounts Outstanding--(Cont'd)

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales \$	Number of Stores	Sales \$
1. Apparel Group .....	12,601	295,211,500	3,298	41,308,200
Men's and boys' clothing and furnishings stores --				
2. Men's clothing or clothing and furnishings stores .....	1,619	52,135,200	303	7,076,200
3. Men's furnishings stores .....	416	8,159,700	107	1,575,800
4. Men's hat stores .....	52	1,369,200	10	184,500
5. Custom tailors and made-to-measure clothing .....	1,398	18,209,200	545	3,210,300
6. Family clothing stores .....	1,934	73,778,900	421	9,525,600
Women's apparel and accessories stores --				
7. Women's ready-to-wear stores .....	2,457	59,879,800	515	7,960,900
8. Hosiery, lingerie and accessories stores .....	821	11,191,900	227	1,343,500
9. Millinery stores .....	1,153	7,071,800	412	1,650,800
10. Furriers--fur shops .....	462	16,005,000	105	2,175,900
11. Infants' and children's wear stores ..	184	1,750,900	62	439,100
12. Other women's apparel stores .....	431	1,622,700	238	698,200
13. Shoe stores .....	1,674	44,037,300	353	5,467,400
14. Building Materials Group .....	5,801	174,203,400	1,425	27,728,200
15. Hardware stores .....	3,020	73,143,100	665	10,862,900
16. Lumber and building material dealers ....	1,611	79,786,000	353	12,741,000
17. Other building materials .....	1,170	21,274,300	427	4,124,300
18. Furniture--Household--Radio Group ..	3,498	118,356,900	532	11,863,200
19. Furniture stores .....	1,357	64,057,000	259	4,561,700
Household appliance or radio dealers --				
20. Household appliance stores .....	854	23,760,300	182	3,248,800
21. Household appliance stores with radios	370	15,534,200	60	868,400
22. Radio and music stores .....	424	6,600,100	167	1,365,900
23. Other home furnishings and appliance stores .....	513	8,405,300	164	1,818,400
24. Restaurant Group .....	8,321	131,181,000	4,022	40,828,200
25. Restaurants, cafeterias and eating places	4,457	88,033,100	1,900	23,663,900
26. Eating places with other merchandise ....	3,221	38,660,000	1,424	14,532,900
27. Refreshment booths and stands .....	1,143	4,487,900	698	2,631,400



Table 12.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales, and Accounts Outstanding--(Cont'd)

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	\$	\$		\$	\$	
9,303	253,903,400	44,880,700	17.7	25,989,700	32,921,300	1.
1,316	45,059,000	8,838,800	19.6	3,326,100	2,817,700	2.
309	6,583,900	448,000	6.8	3,124,800	1,200,300	3.
42	1,184,700	54,700	4.6	30,800	21,900	4.
853	14,998,900	2,713,600	18.1	1,268,300	3,307,100	5.
1,513	64,253,300	14,922,400	23.2	7,866,100	11,487,500	6.
1,942	51,918,900	9,277,400	17.9	5,108,000	2,804,400	7.
594	9,848,400	178,400	1.8	-	102,700	8.
741	5,421,000	217,400	4.0	-	104,400	9.
357	13,829,100	6,435,900	46.5	5,265,600	9,223,400	10.
122	1,311,800	80,900	6.2	-	21,900	11.
193	924,500	91,000	9.8	-	88,500	12.
1,321	38,569,900	1,622,200	4.2	-	1,741,500	13.
4,376	146,475,200	80,549,000	55.0	11,148,000	35,198,900	14.
2,355	62,280,200	24,153,500	38.8	4,269,100	14,706,900	15.
1,278	67,045,000	46,824,800	69.8	2,481,200	17,288,000	16.
745	17,150,000	9,570,700	55.8	4,397,700	3,204,000	17.
2,666	106,493,700	70,185,700	65.9	61,915,200	41,829,100	18.
1,078	59,495,300	40,998,100	68.9	35,643,800	21,365,500	19.
672	20,511,500	14,351,900	70.0	13,495,400	11,722,700	20.
310	14,665,800	10,220,200	69.7	9,231,700	4,984,900	21.
257	5,234,200	2,987,500	57.1	2,662,600	3,045,800	22.
349	6,586,900	1,628,000	24.7	881,700	710,200	23.
4,799	90,352,800	-	-	-	-	24.
2,557	64,369,200	-	-	-	-	25.
1,797	24,127,100	-	-	-	-	27.
445	1,856,500	-	-	-	-	28.

(1) Included in credit sales.

Table 12.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales,  
and Accounts Outstanding--(Cont'd)

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales \$	Number of Stores	Sales \$
1. Other Retail Stores .....	23,824	589,192,700	6,526	91,515,000
2. Farm implement dealers .....	2,587	30,383,600	1,128	8,305,700
3. Farmers' supplies .....	1,354	38,633,800	519	10,639,100
4. Harness shops .....	215	944,500	93	293,200
5. Book and stationery stores .....	497	9,367,400	150	2,153,500
6. Coal and wood yards (ice dealers) .....	3,319	102,796,500	1,124	21,172,600
Drug stores --				
7. Drug stores without soda fountain ...	2,848	62,536,100	322	5,022,600
8. Drug stores with soda fountain .....	1,108	38,491,300	51	1,343,600
9. Florists .....	691	8,152,300	198	1,839,900
10. Gift, novelty and souvenir shops .....	472	3,501,900	147	793,000
11. Camera and photographic supply stores ..	72	3,235,500	26	470,100
12. Jewellery stores .....	1,692	38,453,800	415	4,580,300
13. Luggage and leather goods stores .....	86	2,047,300	20	375,200
14. Musical instrument stores (without radios or pianos) .....	103	1,105,300	31	357,100
15. Newsdealers .....	251	3,401,900	79	613,500
16. Newsdealers and smallwares .....	42	496,300	9	97,800
17. Office, store and school furniture, equipment and supplies .....	341	26,289,600	170	14,651,700
18. Opticians and optometrists .....	583	5,989,400	194	1,503,100
19. Sporting goods stores .....	507	5,879,300	203	1,334,200
20. Scientific and medical instruments .....	22	2,269,600	15	1,873,000
21. Tobacco stores and stands .....	4,239	43,227,400	947	6,798,500
Liquor stores --				
22. Government liquor stores .....	618	112,834,500	-	-
23. Brewers' warehouses (2) .....	136	20,197,500	2	223,300
24. Taverns (not including hotels) .....	399	9,038,900	69	1,418,800
25. Wine stores .....	49	2,501,600	-	-
26. Patent medicine, perfumes, extracts, etc.	251	1,694,200	89	471,100
27. Miscellaneous kinds of business .....	1,342	15,723,200	525	5,184,100
28. Second-Hand Group .....	1,740	11,070,500	629	2,997,700
29. Automobile parts and accessories .....	244	1,996,900	126	811,500
30. Book stores .....	111	233,500	40	73,900
31. Clothing and shoe stores .....	311	1,409,400	98	268,800
32. Furniture stores .....	530	3,710,000	137	566,500
33. All other second-hand stores .....	544	3,720,700	228	1,177,000

2. Total retail business of brewers' warehouses and brewers' retail stores.

Table 12.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales, and Accounts Outstanding--(Concl'd)

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
		\$		\$	\$	
17,298	497,877,700	103,743,300	20.8	26,636,100	64,787,900	1.
1,459	22,077,900	9,324,300	42.2	6,958,700	2,673,800	2.
835	27,994,700	9,630,800	34.4	1,194,600	3,676,800	3.
122	651,300	155,000	23.8	8,900	86,200	4.
347	7,213,900	2,468,100	34.2	595,300	1,279,700	5.
2,195	81,623,900	39,918,900	48.9	6,755,700	12,786,000	6.
2,326	57,513,500	5,797,200	10.1	9,100	14,594,300	7.
1,057	37,147,700	2,722,700	7.3	13,600	6,612,800	8.
493	6,312,400	2,083,700	33.1	-	550,600	9.
325	2,708,900	117,300	4.3	8,300	62,900	10.
46	2,765,400	1,485,600	53.7	19,000	245,000	11.
1,277	33,573,500	12,371,400	36.5	7,996,900	4,359,900	12.
66	1,672,100	61,700	3.7	10,100	38,000	13.
72	748,200	239,500	32.0	166,300	156,100	14.
172	2,788,400	55,200	2.0	-	17,300	15.
33	398,500	10,100	2.5	-	5,100	16.
171	11,637,900	8,540,200	73.4	1,264,700	5,120,400	17.
389	4,486,300	859,800	19.2	378,400	311,900	18.
304	4,545,100	1,376,900	30.3	1,006,400	401,600	19.
7	396,600	308,400	77.8	11,100	182,400	20.
3,292	36,428,900	1,698,700	4.7	-	10,341,500	21.
618	112,834,500	-	-	-	-	22.
134	19,974,200	52,900	0.3	-	35,400	23.
330	7,620,100	110,200	1.4	-	53,600	24.
49	2,501,600	-	-	-	9,500	25.
162	1,223,100	331,200	27.1	-	225,800	26.
817	10,539,100	4,023,500	38.2	239,000	961,300	27.
1,111	8,172,800	1,030,100	12.6	476,900	423,000	28.
118	1,185,400	182,300	15.4	45,200	97,900	29.
71	159,600	7,400	4.6	-	2,200	30.
213	1,140,600	40,900	3.5	7,200	17,600	31.
393	3,143,500	469,500	14.9	289,800	186,500	32.
316	2,543,700	330,000	13.0	134,700	118,800	33.

(1) Included in credit sales.



Table 13.---Retail Merchandise Trade--Types of Operation, by Kinds of Business,  
1930 and 1941

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Total, All Stores .....	125,003	137,331	2,755,569,900	3,440,901,700	100.0	100.0	547,863,900
Independents .....	110,820	128,840	2,223,385,900	2,790,561,300	80.7	81.1	476,255,800
Single-store independents .....	101,223	117,387	1,892,622,400	2,372,313,300	68.7	68.9	398,620,300
Single stores (in voluntary chains) .....	4,753	4,985	119,030,400	139,978,400	4.3	4.1	27,970,600
Two-store multiples .....	3,383	4,798	144,201,800	200,936,700	5.2	5.8	35,314,500
Two-store multiples (in voluntary chains) .....	186	344	5,592,700	12,224,600	0.2	0.4	2,460,700
Three-store multiples .....	1,226	1,231	60,014,100	61,742,200	2.2	1.8	11,158,700
Three-store multiples (in voluntary chains) .....	49	95	1,924,500	3,366,100	0.1	0.1	731,000
Chains .....	8,476	8,011	503,683,800	642,999,500	18.3	18.7	70,256,500
Local chains .....	1,339	1,089	69,805,600	60,966,100	2.5	1.8	6,162,600
Provincial chains .....	2,887	3,160	206,501,200	287,466,700	7.5	8.4	27,985,300
Sectional and national chains .....	3,803	3,366	189,941,000	262,375,400	6.9	7.6	31,701,400
Manufacturer-controlled chains .....	447	396	37,436,000	32,191,500	1.4	0.9	4,407,200
Other types .....	5,707	480	28,500,200	7,340,900	1.0	0.2	1,351,600
Industrial stores .....	176	84	10,462,800	3,422,000	0.4	0.1	833,400
Leased departments or concessions .....	149	396	2,572,700	3,918,900	0.1	0.1	518,200
Other types of operation (1) .....	5,382	-	15,464,700	-	0.5	-	-

(1) Figures for 1930 include producer-distributors of milk, itinerant operators and grain elevators. These types of business were not included in the regular tables of the 1941 Census.

Table 13.---Retail Merchandise Trade--Types of Operation, by Kinds of Business, 1930 and 1941--(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Grocery Stores .....	12,166	21,884	243,699,300	266,027,500	100.0	100.0	30,258,800
Independents .....	16,755	21,112	174,038,600	225,536,800	71.4	84.8	27,590,500
Single-store independents .....	14,421	19,264	126,303,400	186,319,900	51.8	70.0	23,188,500
Single stores (in voluntary chains) ..	2,079	1,423	41,295,700	30,064,400	16.9	11.3	3,325,000
Two- and three-store multiples .....	255	425	6,439,500	9,152,500	2.7	3.5	1,077,000
Chains .....	1,400	739	69,539,100	39,946,800	28.5	15.0	2,607,200
Other types .....	11	33	121,600	543,900	0.1	0.2	60,900
Combination Stores .....	5,162	6,101	161,704,100	301,351,000	100.0	100.0	21,077,000
Independents .....	4,467	5,298	107,950,800	167,992,400	66.8	55.7	16,324,200
Single-store independents .....	3,489	4,298	73,581,100	123,923,100	45.5	41.1	12,841,000
Single stores (in voluntary chains) ..	789	656	26,647,200	25,451,000	16.5	8.4	2,064,400
Two- and three-store multiples .....	189	344	7,722,500	18,618,300	4.8	6.2	1,418,800
Chains .....	693	797	53,707,700	133,210,600	33.2	44.2	4,737,800
Other types .....	2	6	45,600	148,000	-	0.1	15,000
Meat Markets (Including sea foods) ..	5,379	4,793	83,026,200	83,252,200	100.0	100.0	5,473,000
Independents .....	(a)	4,598	(a)	77,802,100	(a)	93.5	5,355,000
Single-store independents .....	(a)	4,371	(a)	69,803,200	(a)	83.9	5,121,200
Single stores (in voluntary chains) ..	(a)	22	(a)	452,600	(a)	0.5	16,900
Two- and three-store multiples .....	(a)	205	(a)	7,546,300	(a)	9.1	216,900
Chains .....	(a)	161	(a)	4,849,500	(a)	5.8	107,300
Other types .....	(a)	34	(a)	600,600	(a)	0.7	10,700

(a) Figures not available.

Table 13.—Retail Merchandise Trade—Types of Operation, by Kinds of Business, 1930 and 1941—(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of Sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Country General Stores .....	11,355	11,917	\$ 207,657,000	\$ 214,747,800	100.0	100.0	\$ 64,809,400
Independents .....	11,128	11,695	198,736,400	206,585,300	95.7	96.2	62,221,000
Single-store independents .....	9,088	9,677	144,847,700	149,373,100	69.7	69.5	45,709,000
Single stores (in voluntary chains) .....	1,524	1,359	38,776,900	37,318,900	18.7	17.4	10,665,600
Two- and three-store multiples .....	516	659	15,111,800	19,893,300	7.3	9.3	5,845,400
Chains .....	106	167	4,425,600	6,843,600	2.1	3.2	2,268,400
Other types .....	121	55	4,495,000	1,318,900	2.2	0.6	320,000
Variety Stores .....	513	1,085	44,212,200	85,177,000	100.0	100.0	12,347,500
Independents .....	187	559	2,830,700	11,180,200	6.4	13.1	3,069,300
Single-store independents .....	146	359	2,042,900	4,851,900	4.6	5.7	1,673,300
Single stores (in voluntary chains) .....	9	118	184,000	3,415,700	0.4	4.0	738,400
Two- and three-store multiples .....	32	82	603,800	2,912,600	1.4	3.4	657,600
Chains .....	326	526	41,361,500	73,996,800	93.6	86.9	9,278,200
Other types .....	-	-	-	-	-	-	-
Filling Stations .....	5,503	10,130	66,449,300	157,558,100	100.0	100.0	6,856,700
Independents .....	4,770	9,747	49,970,800	143,926,600	75.2	91.4	6,418,200
Single-store independents .....	4,574	9,424	44,059,200	134,524,000	66.3	85.4	6,021,700
Single stores (in voluntary chains) .....	-	11	-	280,600	-	0.2	33,600
Two- and three-store multiples .....	196	312	5,831,600	9,122,000	8.9	5.8	361,600
Chains .....	732	376	16,472,100	13,587,500	24.8	8.6	436,200
Other types .....	1	7	6,400	44,000	(b)	(b)	3,600

(b) Less than .05 per cent.



Table 13. Retail Merchandise Trade—Types of Operation, by Kinds of Business, 1930 and 1941—(Cont'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			\$	\$			\$
Men's and boys' clothing and furnishings stores .....	2,962	2,405	72,110,500	79,872,300	100.0	100.0	30,742,500
Independents .....	3,731	3,810	61,637,400	69,955,200	85.5	87.4	20,111,100
Single-store independents .....	2,554	3,024	54,294,500	60,332,500	75.3	73.5	26,095,400
Single stores (in voluntary chains) ..	-	21	-	519,300	-	0.7	142,800
Two- and three-store multiples .....	227	265	7,342,900	9,103,400	10.2	11.4	2,871,500
Chains .....	178	150	10,089,400	9,705,700	14.0	12.1	1,591,100
Other types .....	10	25	383,700	212,400	0.5	0.3	45,300
Family clothing stores .....	1,149	1,354	42,144,100	73,773,200	100.0	100.0	20,842,800
Independents .....	(a)	1,814	(a)	60,031,300	(a)	81.4	23,374,800
Single-store independents .....	(a)	1,563	(a)	40,000,500	(a)	62.4	17,052,700
Single stores (in voluntary chains) ..	(a)	27	(a)	1,329,700	(a)	1.8	479,300
Two- and three-store multiples .....	(a)	221	(a)	12,701,100	(a)	17.2	4,842,800
Chains .....	(a)	110	(a)	13,657,600	(a)	18.5	3,332,400
Other types .....	(a)	10	(a)	90,000	(a)	0.1	35,600
Women's apparel and accessories stores ..	5,715	3,508	69,906,000	97,522,100	100.0	100.0	20,103,100
Independents .....	(a)	3,153	(a)	24,416,900	(a)	35.3	12,379,600
Single-store independents .....	(a)	4,693	(a)	69,700,100	(a)	71.5	15,379,500
Single stores (in voluntary chains) ..	(a)	6	(a)	64,200	(a)	0.1	15,900
Two- and three-store multiples .....	(a)	454	(a)	14,652,600	(a)	15.0	2,984,400
Chains .....	(a)	327	(a)	12,699,400	(a)	13.2	1,668,900
Other types .....	(a)	28	(a)	205,800	(a)	0.2	34,400

(a) Figures not available.

Table 13. Retail Merchandise Trade--Types of Operation, by Kinds of Business, 1930 and 1941--(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Shoe Stores .....	1,641	1,674	\$ 35,905,000	\$ 44,037,300	100.0	100.0	\$ 15,244,500
Independents .....	1,423	1,215	27,742,900	27,805,600	77.3	82.7	10,327,000
Single-store independents .....	1,180	980	19,134,200	19,107,600	53.3	43.4	7,632,000
Single stores (in voluntary chains) ..	89	63	2,826,400	1,871,700	7.9	4.5	832,300
Two- and three-store multiples .....	164	172	3,782,300	6,626,300	16.1	23.0	2,232,700
Chains .....	198	457	7,574,600	16,397,900	21.1	37.2	4,306,500
Other types .....	10	2	590,500	33,800	1.6	0.1	11,000
Lumber and building material dealers ..	1,533	1,611	66,200,700	79,788,000	100.0	100.0	17,112,600
Independents .....	(a)	935	(a)	59,386,100	(a)	74.4	10,637,700
Single-store independents .....	(a)	823	(a)	50,613,000	(a)	63.4	8,935,000
Single stores (in voluntary chains) ..	(a)	4	(a)	310,300	(a)	0.4	56,400
Two- and three-store multiples .....	(a)	108	(a)	8,462,300	(a)	10.6	1,646,300
Chains .....	(a)	675	(a)	20,397,200	(a)	25.6	6,480,700
Other types .....	(a)	1	(a)	2,700	(a)	-	200
Furniture Stores .....	1,101	1,337	41,015,500	64,057,000	100.0	100.0	15,271,400
Independents .....	(a)	1,209	(a)	48,897,900	(a)	76.3	12,032,400
Single-store independents .....	(a)	1,026	(a)	33,563,000	(a)	55.5	9,106,400
Single stores (in voluntary chains) ..	(a)	17	(a)	923,600	(a)	1.4	201,200
Two- and three-store multiples .....	(a)	165	(a)	12,401,300	(a)	19.4	2,715,800
Chains .....	(a)	127	(a)	15,161,400	(a)	23.7	3,244,800
Other types .....	(a)	2	(a)	7,700	(a)	-	3,200

(a) Figures not available.

Table 13.--Retail Merchandise Trade--Types of Operation, by Kinds of Business, 1930 and 1941--(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Household appliance or radio dealers .....	1,528	1,648	\$1,692,400	\$5,894,600	100.0	100.0	\$9,643,700
Independents .....	(a)	1,227	(a)	27,904,800	(a)	59.3	5,778,400
Single-store independents .....	(a)	1,148	(a)	23,156,900	(a)	50.4	4,723,200
Single stores (in voluntary chains) ..	(a)	4	(a)	29,900	(a)	0.1	5,400
Two- and three-store multiples .....	(a)	75	(a)	4,016,000	(a)	8.8	1,049,800
Chains .....	(a)	412	(a)	18,609,200	(a)	40.5	3,849,200
Other types .....	(a)	9	(a)	80,600	(a)	0.2	16,100
Restaurants, cafeterias and eating places (a) .....	5,079	7,678	74,102,800	126,693,100	100.0	100.0	4,076,100
Independents .....	4,730	7,580	59,694,700	111,714,700	80.5	86.2	3,792,400
Single-store independents .....	4,650	6,945	53,021,100	102,360,400	71.5	80.8	3,520,600
Single stores (in voluntary chains) ..	1	1	-	40,600	-	(b)	300
Two- and three-store multiples .....	148	394	8,663,600	9,313,700	9.0	7.4	271,500
Chains .....	240	301	13,711,100	14,861,400	18.5	11.6	869,500
Other types .....	41	37	707,000	317,000	1.0	0.2	16,400
Drug Stores .....	3,552	3,986	76,848,900	101,027,400	100.0	100.0	23,462,100
Independents .....	3,220	3,192	52,342,400	92,153,800	81.1	81.3	20,477,700
Single-store independents .....	2,817	2,872	51,113,700	44,761,700	66.5	44.3	11,751,500
Single stores (in voluntary chains) ..	20	687	486,800	22,966,400	0.6	22.7	5,861,200
Two- and three-store multiples .....	423	483	10,746,900	14,395,500	14.0	14.3	3,164,900
Chains .....	489	385	14,273,600	18,744,900	18.6	18.6	2,941,400
Other types .....	10	9	225,900	158,900	0.3	0.1	43,000

(2) Excludes refreshment booths and stands.

(a) Comparable data not available. (b) Less than .05 per cent.



Table 13. Retail Merchandise Trade--Types of Operation, by Kinds of Business, 1930 and 1941--(Continued)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Tobacco stores and stands .....	2,420	4,239	30,702,800	43,227,400	100.0	100.0	4,454,300
Independents .....	(a)	4,003	(a)	36,151,200	(a)	83.6	3,838,200
Single-store independents .....	(a)	3,820	(a)	33,029,400	(a)	76.4	3,470,200
Single stores (in voluntary chains) ...	(a)	27	(a)	300,100	(a)	0.7	27,100
Two- and three-store multiples .....	(a)	156	(a)	2,821,700	(a)	6.5	340,900
Chains .....	(a)	206	(a)	6,815,500	(a)	15.8	592,800
Other types .....	(a)	30	(a)	260,700	(a)	0.6	23,300

(a) Comparable data not available.

Table 14. Retail Merchandise Trade—Types of Operation, by Provinces, 1930 and 1941

Type of Operation	Number of Stores		Sales		Per cent of sales	
	1930	1941	1930	1941	1930	1941
All Stores, Total (1)	125,005	137,241	\$ 2,735,522,400	\$ 3,423,301,700	100.0	100.0
Independent stores .....	110,520	123,944	2,125,324,300	\$ 2,792,561,300	80.7	81.1
Chain stores .....	8,476	8,011	503,683,800	642,999,500	18.3	18.7
Other types .....	5,379	451	25,300,200	7,440,300	1.0	0.2
Prince Edward Island .....	251	253	12,773,700	15,255,500	100.0	100.0
Independent stores .....	212	241	12,022,500	14,842,700	94.7	93.1
Chain stores .....	12	17	684,600	1,028,000	5.0	6.5
Other types .....	23	5	46,600	74,800	0.3	0.4
Nova Scotia .....	6,464	6,740	39,515,900	158,833,700	100.0	100.0
Independent stores .....	5,923	6,458	36,035,100	132,834,500	86.5	80.5
Chain stores .....	221	323	12,600,800	32,108,400	12.7	19.4
Other types .....	320	9	884,000	90,800	0.8	0.1
New Brunswick .....	4,434	4,862	34,271,300	101,843,100	100.0	100.0
Independent stores .....	4,048	4,763	31,146,400	82,024,200	84.3	80.5
Chain stores .....	165	216	11,929,300	19,755,300	14.1	19.4
Other types .....	266	9	1,296,200	65,600	1.6	0.1
Quebec .....	34,235	32,742	651,475,500	216,571,100	100.0	100.0
Independent stores .....	31,242	30,121	523,127,800	265,402,300	80.3	83.7
Chain stores .....	1,698	1,446	120,221,700	132,259,900	18.5	16.2
Other types .....	1,346	105	5,799,000	1,005,100	0.9	0.1
Ontario .....	43,043	47,052	1,099,920,200	1,402,328,700	100.0	100.0
Independent stores .....	38,506	43,506	869,192,500	1,109,318,100	79.0	73.8
Chain stores .....	3,269	3,385	223,361,600	235,444,000	20.3	21.0
Other types .....	1,270	161	7,436,100	2,214,600	0.7	0.2
Manitoba .....	6,856	7,212	189,243,900	210,837,400	100.0	100.0
Independent stores .....	6,036	6,859	164,746,400	184,680,900	87.1	86.7
Chain stores .....	433	335	22,613,400	27,674,100	11.9	13.1
Other types .....	390	25	1,884,100	470,400	1.0	0.2
Saskatchewan .....	10,841	10,098	159,121,100	155,828,200	100.0	100.0
Independent stores .....	8,539	9,168	151,187,800	153,797,400	79.9	82.3
Chain stores .....	1,232	883	35,386,200	32,723,800	18.7	17.5
Other types .....	1,070	37	2,607,100	364,600	1.4	0.2
Alberta .....	2,522	2,223	176,537,100	221,071,400	100.0	100.0
Independent stores .....	2,287	2,131	149,518,400	184,415,600	84.6	83.4
Chain stores .....	235	92	25,664,400	36,026,400	14.5	16.3
Other types .....	600	10	1,354,300	629,400	0.9	0.3
British Columbia .....	5,101	11,253	248,597,500	309,572,600	100.0	100.0
Independent stores .....	4,419	10,490	182,471,000	222,775,200	77.4	78.4
Chain stores .....	690	767	49,133,700	64,486,100	19.8	20.5
Other types .....	392	51	11,992,800	2,311,300	5.8	0.6

(1) Includes Yukon and North West Territories.

Table 15.--Retail Merchandise Trade, 1941--Receipts from the Sale of Meals Reported

Kind of Business	Receipts \$
Total, All Stores .....	124,826,900
Department stores .....	5,929,800
Variety stores .....	4,665,700
Bakery products stores .....	147,700
Candy, nut and confectionery stores .....	5,250,700
Dairy products dealers .....	173,700
Fruit and vegetable stores and meat markets .....	137,600
Grocery and combination stores .....	1,140,300
Caterers .....	226,900
Delicatessen stores .....	123,200
Restaurants, cafeterias and eating places .....	73,576,000
Eating places with other merchandise .....	21,738,000
Refreshment booths and stands .....	1,104,500
Motor vehicle dealers .....	144,900
Filling stations .....	766,800
Drug stores without soda fountains .....	206,000
Drug stores with soda fountains .....	6,898,900
Tobacco stores and stands .....	940,900
Other merchandise stores .....	1,655,300

Table 16.--Retail Merchandise Trade, 1941--Repair and Service Receipts Reported

Kind of Business	Receipts \$
Total, All Stores .....	61,267,100
Department stores and mail order houses or offices .....	3,347,600
General merchandise and dry goods stores .....	167,200
Men's and boys' clothing and furnishings stores .....	645,300
Family clothing stores .....	221,400
Women's apparel and accessories stores .....	2,176,700
Shoe stores .....	403,800
Furniture stores .....	810,900
Household appliance stores and household appliance stores with radio .....	1,570,000
Radio and music stores .....	435,200
Other home furnishings and appliance stores .....	171,400
Food stores .....	1,914,200
Hardware stores .....	743,400
Lumber and building material dealers .....	333,000
Other building materials .....	461,900
Motor vehicle dealers .....	20,636,600
Accessory, tire and battery shops .....	973,500
Garages .....	8,269,900
Filling stations .....	6,300,200
Other automotive establishments .....	148,700
Drug stores without soda fountains .....	728,900
Drug stores with soda fountains .....	394,400
Jewellery stores .....	3,085,800
Other retail stores .....	7,327,100



Table 17.--Retail Sales Reported by Non-Retail Stores, 1941

	CANADA	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
	\$	\$	\$	\$	\$
Total, All Types ....	312,971,600	1,425,200	7,233,900	6,289,800	69,141,200
Manufacturing bakeries ....	52,664,100	81,900	762,900	704,600	12,080,700
Manufacturing dairies .....	40,385,600	269,300	1,075,300	820,400	9,286,500
Retail sales of line elevators .....	4,368,600	-	-	-	-
Purchasing cooperatives ..	11,674,500	15,000	530,600	1,528,900	1,203,000
Retail sales of wholesalers	40,281,500	734,600	2,259,600	1,692,100	18,277,600
Hotel sales of meals, beer, wine, tobacco, etc. ....	109,022,100	149,100	1,401,400	739,200	19,315,000
Merchandise sales by service establishments ..	10,347,200	66,600	233,400	136,900	2,880,500
Itinerant operators .....	13,286,500	48,400	708,700	430,800	4,112,900
Miscellaneous (1) .....	5,941,500	58,300	262,000	236,900	1,975,000

	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia
	\$	\$	\$	\$	\$
Total, All Types ....	143,390,600	19,243,600	20,483,900	21,254,900	24,508,500
Manufacturing bakeries ....	30,872,200	1,837,400	1,088,000	1,299,100	3,937,300
Manufacturing dairies .....	18,919,500	3,830,900	2,321,300	2,776,900	1,085,500
Retail sales of line elevators .....	153,400	717,800	2,152,100	1,270,300	75,000
Purchasing cooperatives ...	2,873,400	2,028,800	5,254,300	2,516,600	723,900
Retail sales of wholesalers	26,173,500	3,509,700	1,249,200	1,486,100	4,899,100
Hotel sales of meals, beer, wine, tobacco, etc. ....	52,490,300	6,048,400	7,063,600	10,635,100	11,180,000
Merchandise sales by service establishments ..	4,613,700	586,900	475,200	514,700	836,700
Itinerant operators .....	4,482,000	611,500	637,000	622,100	1,623,100
Miscellaneous (1) .....	2,812,600	72,200	242,500	134,000	147,900

(1) Includes persons carrying on a retail business in other than an established place of business as a subsidiary activity in conjunction with a major occupation.



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**CANADA**

**DEPARTMENT OF TRADE AND COMMERCE**

**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES BRANCH**

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Publications



**RETAIL MERCHANDISE TRADE**

**IN**

**CANADA AND THE PROVINCES**

**1942 AND 1943**



OTTAWA  
1945

Price 25 cents





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RETAIL MERCHANDISE TRADE IN CANADA AND THE PROVINCES,  
1942 AND 1943

Sales through retail merchandise stores amounted to \$3,753,874,000 in 1943 and \$3,632,952,000 in 1942 compared with \$3,440,901,700 in 1941 according to calculations recently completed in the Merchandising and Services Branch of the Bureau of Statistics. The 1941 figure is taken from the results of the complete Census of Merchandising and Service Establishments which formed part of the Eighth Decennial Census. Figures for the two subsequent years are estimates obtained in large measure by applying to the 1941 totals trend values derived from reports received from a sample number of stores in the various trades.

Retail sales in 1942 were 5.6 per cent higher than in 1941. Sales in 1943 gained 3.3 per cent over 1942 and stood 9.1 per cent above the 1941 level. The comparatively small rate of increase in the dollar volume of retail purchasing as reflected in these figures is due in large measure to the marked reductions which have taken place since 1941 in the retail automotive trades. Production of passenger models for civilian use was discontinued early in 1942, retail sales during the remainder of that year being made from stocks still standing in dealers' and manufacturers' hands. Sales in 1943 were restricted to releases (to high priority classes of customers) from the reserve bank of passenger vehicles established at the time production was stopped by the Motor Vehicle Controller of the Wartime Industries Control Board, Department of Munitions and Supply. Marked reductions also took place in used car sales. The decline in the sale of gasoline, while less drastic than those recorded for motor vehicles, was substantial with the result that dollar sales for the entire automotive group of establishments including motor vehicle dealers, filling stations and garages stood almost fifty per cent lower in 1943 than in 1941. Most of this reduction took place between 1941 and 1942; only 20 per cent of the decrease took place in the following year. On deducting the automotive trades from the grand totals for all retail trading establishments the increase in dollar sales between 1941 and 1943 is increased from 9 to almost 21 per cent.

Restrictions on the production of furniture and more especially on the production of radios and household appliances are reflected in the sales of stores specializing in these commodities. Furniture store sales averaged 6 per cent lower in 1943 than in 1941. The decline for stores specializing in the sale of radios or household appliances was considerably greater, amounting to 25 per cent. Sales for the furniture-household-radio group of stores as a whole are estimated at \$101,327,000

in 1943, down about 14 per cent below the level of the census year.

Increased sales in 1943 compared with 1941 were registered by the other major groups into which the retail trade is subdivided. Sales for the food group of stores, comprised chiefly of grocery stores, combination stores (stores selling both groceries and meats) and meat markets, are estimated at \$945,965,000 for 1943, up 20 per cent over the dollar volume of business transacted in 1941. That a considerable portion of this increase is due to higher prices is evidenced by the fact that the Bureau's Retail Food Price Index averaged between 12 and 13 per cent higher in 1943 than in 1941.

Increased farm purchasing power and restrictions on motor travel are reflected in the trend in country general store sales. Dollar sales for this group are estimated at \$274,400,000 for 1943, a gain of almost 28 per cent compared with 1941. While all sections of the country shared in this increase, gains in the Maritime and Prairie Provinces exceeded those recorded elsewhere. Saskatchewan came first with a gain of 36 per cent followed by the Maritime Provinces with an increase of 35 per cent. Percentage gains for other provinces stand at 30 per cent for Manitoba, 29 per cent for Alberta, 25 per cent for Quebec, 20 per cent for Ontario and 19 per cent for British Columbia.

The general merchandise group of stores comprised of department stores, variety stores and stores which occupy an intermediate position between country general stores on one hand and department stores on the other, had sales amounting to \$600,088,000 in 1943, up 14 per cent compared with 1941. Increases between 1941 and 1943 were roughly similar for department and variety stores amounting to 12 and 15 per cent respectively.

Sales of stores specializing in men's or women's wear or shoes are estimated at \$372,509,000 in 1943, up 26 per cent compared with 1941. Women's specialty shops registered a 30 per cent increase, shoe specialty shops and family clothing stores both gained 27 per cent while a somewhat smaller increase of 21 per cent was recorded for stores specializing in men's wear.

Sales for the building materials group of retail establishments are estimated at \$206,103,000 for 1943, up 18 per cent compared with the level of trading in 1941. Hardware stores and retail dealers of lumber and building materials form the two most important classifications within this group. Restrictions on the production of many articles sold in hardware stores are reflected in an increase of only 8 per cent for this trade. A much larger increase of 29 per cent was registered by dealers in lumber and building materials.

In continuation of the marked upward trend which has characterized the restaurant trade since the early stages of the war, sales for this group moved upward at a rapid rate between 1941 and 1943, the dollar volume of business for the latter year standing 44 per cent above the former period.

Total sales for the miscellaneous group of non-related kinds of business are estimated at \$753,095,000 in 1943, up 26 per cent compared with 1941. Included in the total 1943 figure for this group are drug store sales of \$129,420,000, up 28 per cent over the corresponding amount for 1941. Jewellery store sales at \$49,581,000 in 1943 were 29 per cent higher than in the census year. A factor to be noted in this connection is the retail sales tax introduced in June, 1942, applicable to many commodities sold in jewellery stores and included in the sales figures reported for 1942 and 1943. Included also in the miscellaneous group totals are the figures for government liquor stores. Government liquor store sales



totalled \$146,067,000 in 1943, up 30 per cent over the dollar volume of business done in 1941. It should be noted that this figure relates to the sales made by the provincial government liquor stores only. It does not include the sales of alcoholic beverages sold in hotels in all but the Maritime Provinces. It does not include sales made by brewers, by brewers' retail stores, by wineries or wineries' retail stores in Ontario or by restaurants, cafes, and grocery stores in Quebec.

#### PROVINCIAL TRENDS

The trend in retail trade between 1941 and 1943 was not uniform for all provinces. Alberta came first in point of view of percentage increase in dollar sales with a gain of 18 per cent whereas sales in Ontario gained only 3 per cent during the same period. Increases of 13 per cent were recorded for the three provinces of Manitoba, Saskatchewan and British Columbia. Quebec sales gained 12 per cent while sales in the Maritime Provinces were 15 per cent higher in 1943 than in 1941. With the exception of the restaurant group of establishments, increases between 1941 and 1943 for all kind of business groups were generally smaller in Ontario than in the other provinces. These smaller increases in Ontario may be explained by the fact that heightened industrial activity due to the war with the ensuing increase in purchasing power was evident in Ontario first. In other words a great deal of the slack in retail trading in Ontario was taken up before the end of 1941.

#### CHAIN STORES

Results of the complete Census of Merchandising and Service Establishments for 1941 show that there were 533 chain store companies operating in Canada in that year. These 533 companies had a total of 8,012 stores with \$642,637,000 sales, an amount which formed 18.7 per cent of the total annual sales of all retail outlets.

Chain stores are taken to include all firms operating four or more retail outlets whether these be stores, filling stations, restaurants, lumber yards or any other type of retail place of business. One exception to this ruling occurs in the case of department stores. All department stores are considered as independent establishments irrespective of the number of stores operated by any one firm.

By 1943 the number of chain store companies had been reduced to 448, a reduction brought about chiefly by the reduction below the four store limit in the number of stores operated by the smaller chains. There were 7,074 chain units operating in 1941 and these had sales of \$708,249,000 or 18.9 per cent of the total retail trade for the year.

The years 1942 and 1943 witnessed a reduction in the proportion of the total grocery and combination store business transacted by chains. In 1941 the proportion was 26.5 per cent while corresponding ratios for following years were 25.2 per cent for 1942 and 23.0 per cent for 1943. This reduction in the proportion of the total grocery store trade transacted by chains may be attributed to a number of factors of which the introduction of rationing of certain food products and restrictions on motor travel are probably the more important.

#### METHODS OF ESTIMATING

In the introductory paragraph to this report it is stated that whereas the sales figures for 1941 shown herein represent results of the Census of Merchandising Establishments for that year, the sales figures for 1942 and 1943 are estimates. In most instances these estimates have been derived by applying to the 1941 totals trend values based upon reports received from a sample number of stores for the

purpose of compiling the Bureau's report "Monthly Indexes of Retail Sales".

At present, monthly indexes of retail sales are compiled for fourteen trades as follows: food stores, country general stores, department stores, variety stores, men's clothing stores, women's clothing stores, family clothing stores, shoe stores, hardware stores, furniture stores, radio and music stores, restaurants, drug stores and jewellery stores. While these indexes serve to give a good indication of the current trend in sales of foods, clothing and household requirements they give no representation to some lines of business of considerable importance in the total retail trade. For this reason the monthly indexes have been supplemented by data from other sources in order to arrive at more accurate estimates of the overall trade than could be obtained by use of the monthly index alone.

Calculation of the trend in the retail automotive trade presents some difficulty due in large measure to the fact that no accurate statistics on used car sales exist for the two years under review. The trend for the automotive group was built up from a number of sources. New car sales have been reported to the Bureau of Statistics for a number of years by manufacturers and by the importers of imported makes. Data on used vehicle financing by finance companies (adjusted in a more or less arbitrary manner to provide for the relative increase in cash business) were used to estimate the trend in used car sales. Net gallonage sales of gasoline as reported to the various provincial governments were used in conjunction with retail gasoline prices as reported to the Bureau in order to arrive at the trend in the dollar value of gasoline sales. The trend in the sale of replacement parts and accessories was estimated from the trend in sales of wholesale distributors of these products. These various trends were then weighted in proportion to their importance in the automotive trade as shown in the results of the 1941 Census.

Since the beginning of the war the Bureau has collected monthly data on fuel dealers' tonnage sales, month-end stocks and retail prices for use of the Wartime Prices and Trade Board and the Wartime Industries Control Board. These data were used in obtaining the trend in sales for firms engaged primarily in the retail fuel business.

Government liquor store sales have been obtained from the various provincial governments and are shown in this report. These figures relate to the sales of alcoholic beverages made through the government stores only. They do not relate to the total retail purchases through all types of outlets including hotels, taverns, brewers' retail stores and other licensed premises.



Table 1. - Retail Store Sales by Kind-of-Business Groups and for Selected Kinds of Business, Canada, 1941 - 1943.  
(Group totals may include classifications for which separate figures are not shown)

	1941 (Census results)		Estimated Retail Sales			Indexes of Sales		
	No. Stores	Sales \$	1942	1943	\$	1941	1942	1943
Total, All Stores	137,331	3,440,901,700	3,632,952,000	3,753,874,000	\$	100.0	105.6	109.1
Food Group	48,468	786,247,300	901,354,000	945,965,000		100.0	114.6	120.3
Country General Stores	11,917	214,747,800	245,456,000	274,400,000		100.0	114.3	127.8
General Merchandise Group	3,794	525,971,000	592,763,000	600,088,000		100.0	112.7	114.1
Department stores	504	377,806,100	421,964,000	423,618,000		100.0	111.7	112.1
Variety stores	1,085	85,177,000	98,031,000	98,018,000		100.0	115.1	115.1
Automotive Group	16,867	594,719,500	364,331,000	311,331,000		100.0	61.3	52.3 <sup>u</sup>
Apparel Group	12,601	295,211,600	354,429,000	372,509,000		100.0	120.1	126.2 <sup>u</sup>
Men's and boys' clothing and furnishings stores	3,485	79,873,300	95,050,000	96,311,000		100.0	119.0	120.6
Family clothing stores	1,934	73,778,900	87,114,000	93,498,000		100.0	118.1	126.7
Women's apparel and accessories stores	5,508	97,522,100	118,893,000	126,583,000		100.0	121.9	129.8
Shoe stores	1,674	44,037,300	53,372,000	56,117,000		100.0	121.2	127.4
Building Materials Group	5,801	174,203,400	194,670,000	206,103,000		100.0	111.7	118.3
Furniture-Household-Radio Group	3,498	118,356,900	114,686,000	101,327,000		100.0	96.9	85.6
Furniture stores	1,337	64,057,000	64,412,000	59,909,000		100.0	100.6	98.5
Household appliance or radio dealers	1,648	45,894,600	42,189,000	34,407,000		100.0	91.9	75.0
Restaurants	8,821	131,181,000	157,008,000	189,056,000		100.0	119.7	144.1
Other Retail Stores (Including second-hand)	25,564	600,263,200	708,255,000	753,095,000		100.0	118.0	125.5
Coal and wood yards (ice dealers)	3,319	102,796,500	120,619,000	133,177,000		100.0	117.3	129.6
Drug stores	3,956	101,027,400	115,450,000	129,420,000		100.0	114.3	128.1
Jewellery stores	1,692	38,453,800	43,174,000	49,581,000		100.0	112.3	128.9
Government liquor stores	618	112,834,600	146,201,000	146,067,000		100.0	129.6	129.5



Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941 - 1943.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)		
	No. Stores	Sales \$	1942	1943	1941	1942	1943
<u>MARITIME PROVINCES</u>							
Total, All Stores	12,641	232,812,300	304,507,000	325,322,000	100.0	107.7	115.0
Food group	5,832	65,860,700	73,987,000	87,133,000	100.0	119.9	132.3
Country general stores	1,566	26,775,600	30,353,000	36,301,000	100.0	114.5	135.2
General merchandise group	405	43,462,200	55,257,000	58,069,000	100.0	114.0	119.8
Automotive group	1,216	46,819,000	26,312,000	22,379,000	100.0	56.2	47.8
Apparel group	857	23,028,700	28,639,000	32,191,000	100.0	124.3	139.3
Building materials group	274	10,321,800	11,302,000	11,687,000	100.0	109.2	111.9
Furniture-household-radio group	210	6,590,100	6,931,000	6,789,000	100.0	105.2	103.0
Restaurants	750	7,380,900	9,504,000	10,560,000	100.0	120.6	134.0
Other retail stores	1,531	46,773,300	56,587,000	60,120,000	100.0	121.0	128.5
<u>QUEBEC</u>							
Total, All Stores	39,712	813,671,100	891,916,000	918,132,000	100.0	108.9	111.9
Food group	17,969	240,481,900	283,287,000	301,564,000	100.0	117.8	125.4
Country general stores	2,943	43,290,600	56,241,000	61,712,000	100.0	114.1	125.2
General merchandise group	1,558	104,145,900	121,474,000	123,694,000	100.0	116.6	118.8
Automotive group	2,986	113,069,200	69,424,000	59,927,000	100.0	61.4	53.0
Apparel group	4,164	35,723,800	102,831,000	104,909,000	100.0	121.1	122.4
Building materials group	1,000	32,844,300	35,047,000	33,799,000	100.0	106.7	102.9
Furniture-household-radio group	928	34,346,400	33,414,000	29,548,000	100.0	97.3	86.0
Restaurants	1,677	28,542,100	32,652,000	37,733,000	100.0	114.4	132.2
Other retail stores	6,437	130,206,400	156,546,000	163,246,000	100.0	120.2	125.4

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941 - 1943.- Continued.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)		
	No. Stores	Sales \$	1942 \$	1943 \$	1941	1942	1943
<u>ONTARIO</u>							
Total, All Stores	47,055	1,406,976,700	1,433,010,000	1,443,622,000	100.0	102.2	102.3
Food group	14,019	314,628,700	352,699,000	360,565,000	100.0	112.1	114.6
Country general stores	2,350	44,274,300	49,720,000	53,307,000	100.0	112.2	120.4
General merchandise group	1,252	206,533,300	226,823,000	222,150,000	100.0	109.8	107.6
Automotive group	7,119	266,443,700	159,600,000	126,827,000	100.0	59.9	47.6
Apparel group	5,068	125,663,300	146,892,000	151,049,000	100.0	116.9	120.2
Building materials group	2,026	70,020,400	73,349,000	70,710,000	100.0	104.8	101.0
Furniture-household-radio group	1,515	52,336,100	49,496,000	41,450,000	100.0	93.7	78.5
Restaurants	3,663	54,372,500	65,193,000	79,003,000	100.0	119.9	145.3
Other retail stores	10,043	272,204,100	314,238,000	338,561,000	100.0	115.4	124.4
<u>MANITOBA</u>							
Total, All Stores	7,219	210,833,400	224,564,000	237,927,000	100.0	106.5	112.9
Food group	2,248	33,804,200	38,063,000	40,464,000	100.0	112.6	119.7
Country general stores	1,000	16,907,000	19,803,000	22,097,000	100.0	116.5	130.0
General merchandise group	111	61,209,000	66,889,000	68,063,000	100.0	109.3	111.2
Automotive group	1,062	30,639,900	19,732,000	18,231,000	100.0	64.4	59.5
Apparel group	457	11,224,500	13,013,000	14,217,000	100.0	115.9	133.7
Building materials group	356	11,831,000	14,316,000	18,350,000	100.0	125.2	155.1
Furniture-household-radio group	130	4,290,800	4,353,000	4,214,000	100.0	101.4	98.2
Restaurants	506	7,991,500	8,950,000	10,972,000	100.0	112.0	137.3
Other retail stores	1,349	32,844,000	38,945,000	41,323,000	100.0	118.6	125.8

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941 - 1943. - Continued.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)		
	No. Stores	Sales \$	1942	1943	1941	1942	1943
<u>SASKATCHEWAN</u>							
Total, All Stores	10,088	186,885,800	194,855,000	211,765,000	100.0	104.3	113.3
Food group	2,244	26,502,400	28,596,000	31,484,000	100.0	107.9	118.8
Country general stores	1,929	32,689,600	38,574,000	44,392,000	100.0	118.0	135.8
General merchandise group	126	22,649,000	25,086,000	25,866,000	100.0	110.8	114.2
Automotive group	1,619	37,138,300	24,028,000	22,320,000	100.0	64.7	60.1
Apparel group	367	10,999,800	13,247,000	15,605,000	100.0	120.4	141.9
Building materials group	982	16,836,700	20,843,000	25,997,000	100.0	123.8	154.4
Furniture-household-radio group	159	2,877,200	2,726,000	2,720,000	100.0	94.7	94.5
Restaurants	523	6,847,300	8,347,000	10,086,000	100.0	121.9	147.8
Other retail stores	2,139	30,345,500	33,408,000	33,291,000	100.0	110.1	109.7
<u>ALBERTA</u>							
Total, All Stores	9,222	221,071,400	236,130,000	261,203,000	100.0	106.8	118.2
Food group	2,329	35,312,500	40,751,000	44,034,000	100.0	115.4	124.7
Country general stores	1,377	27,217,100	31,191,000	35,219,000	100.0	114.6	129.4
General merchandise group	135	29,329,900	33,923,000	38,108,000	100.0	115.7	129.9
Automotive group	1,497	46,618,200	32,027,000	30,861,000	100.0	68.7	66.2
Apparel group	540	13,270,900	16,176,000	19,776,000	100.0	121.9	149.0
Building materials group	693	18,029,200	21,660,000	25,556,000	100.0	120.1	141.7
Furniture-household-radio group	189	5,914,700	6,084,000	5,932,000	100.0	102.9	100.6
Restaurants	733	10,448,800	12,382,000	15,642,000	100.0	118.5	149.7
Other retail stores	1,729	34,930,100	41,931,000	46,055,000	100.0	120.0	131.8



Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941 - 1943.- Concluded.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)		
	No. Stores	Sales \$	1942 \$	1943 \$	1941	1942	1943
<u>BRITISH COLUMBIA</u>							
Total, All Stores	11,253	309,572,600	337,690,000	350,584,000	100.0	109.1	113.2
Food group	3,818	69,472,200	78,781,000	80,449,000	100.0	113.4	115.8
Country general stores	728	16,057,400	17,551,000	19,156,000	100.0	109.3	119.3
General merchandise group	206	53,458,000	63,193,000	63,989,000	100.0	118.0	119.5
Automotive group	1,366	53,939,600	33,173,000	30,746,000	100.0	61.5	57.0
Apparel group	1,143	25,254,700	32,549,000	34,716,000	100.0	123.9	137.5
Building materials group	467	13,969,500	17,292,000	19,727,000	100.0	123.8	141.2
Furniture-household-radio group	367	11,501,600	11,682,000	10,654,000	100.0	101.6	92.6
Restaurants	962	15,000,300	19,860,000	24,885,000	100.0	132.4	165.9
Other retail stores	2,196	50,331,500	63,609,000	66,262,000	100.0	125.1	130.4

Table 3. - Number of chains, Chain Stores, Chain Sales, Estimated Total Sales  
and Percentage of Chain Store Sales to Total Sales,  
by Provinces, 1941 - 1943.

	1941	1942	1943
CANADA, TOTAL (1)			
Number of chains	533	459	448
Number of stores	8,012	7,193	7,074
Chain sales	\$ 642,637,000	\$ 692,189,000	\$ 708,249,000
Total sales	\$3,440,902,000	\$3,632,952,000	\$3,753,874,000
% chain sales to total	18.7	19.1	18.9
MARITIME PROVINCES			
Number of chains	75	69	69
Number of stores	558	513	504
Chain sales	\$ 52,999,000	\$ 59,516,000	\$ 60,810,000
Total sales	\$ 282,812,000	\$ 304,507,000	\$ 325,329,000
% chain sales to total	18.7	19.5	18.7
QUEBEC			
Number of chains	165	138	140
Number of stores	1,443	1,269	1,264
Chain sales	\$ 132,325,000	\$ 136,578,000	\$ 146,585,000
Total sales	\$ 818,671,000	\$ 891,916,000	\$ 916,132,000
% chain sales to total	16.2	15.3	16.0
ONTARIO			
Number of chains	284	257	249
Number of stores	3,389	3,129	3,077
Chain sales	\$ 295,823,000	\$ 315,790,000	\$ 310,228,000
Total sales	\$1,406,977,000	\$1,438,010,000	\$1,443,622,000
% chain sales to total	21.0	22.0	21.5
MANITOBA			
Number of chains	69	61	60
Number of stores	335	288	284
Chain sales	\$ 27,438,000	\$ 31,217,000	\$ 32,336,000
Total sales	\$ 210,833,000	\$ 224,564,000	\$ 237,927,000
% chain sales to total	13.0	13.9	13.6
SASKATCHEWAN			
Number of chains	78	67	65
Number of stores	882	722	709
Chain sales	\$ 32,524,000	\$ 34,016,000	\$ 38,026,000
Total sales	\$ 186,886,000	\$ 194,855,000	\$ 211,765,000
% chain sales to total	17.4	17.5	18.0

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941 - 1943.- Concluded.

	1941	1942	1943
ALBERTA			
Number of chains	89	77	76
Number of stores	578	521	518
Chain sales	\$ 36,111,000	\$ 40,988,000	\$ 46,990,000
Total sales	\$ 221,071,000	\$ 236,130,000	\$ 261,203,000
% chain sales to total	16.3	17.4	18.0
BRITISH COLUMBIA			
Number of chains	91	78	73
Number of stores	765	693	663
Chain sales	\$ 63,925,000	\$ 72,346,000	\$ 70,685,000
Total sales	\$ 309,573,000	\$ 337,690,000	\$ 350,584,000
% chain sales to total	20.6	21.4	20.2

(1) Includes Yukon and Northwest Territories.

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941 - 1943.

	1941	1942	1943
All Chains, Total			
Number of chains	535	459	448
Number of stores	8,012	7,193	7,074
Chain sales	\$ 642,637,000	\$ 692,189,000	\$ 708,249,000
Total sales	\$5,440,902,000	\$3,632,952,000	\$5,753,874,000
% chain sales to total	18.7	19.1	18.9
Grocery and combination stores:			
Number of chains	62	56	56
Number of stores	1,541	1,293	1,269
Chain sales	\$ 172,317,000	\$ 188,116,000	\$ 179,834,000
Total sales	\$ 650,631,000	\$ 745,736,000	\$ 732,911,000
% chain sales to total	26.5	25.2	23.0



Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941 - 1943.- Concluded.

	1941	1942	1943
<b>Men's and boys' clothing and furnishings</b>			
Number of chains	18	15	15
Number of stores	147	132	132
Chain sales	\$ 9,499,000	\$ 9,705,000	\$ 10,031,000
Total sales	\$ 79,873,000	\$ 95,050,000	\$ 96,311,000
% chain sales to total	11.9	10.2	10.4
<b>Women's apparel and accessories stores</b>			
Number of chains	38	31	31
Number of stores	318	281	277
Chain sales	\$ 12,438,000	\$ 14,187,000	\$ 15,134,000
Total sales	\$ 97,522,000	\$ 118,893,000	\$ 126,583,000
% chain sales to total	12.8	11.9	12.0
<b>Shoe stores</b>			
Number of chains	35	31	29
Number of stores	452	423	426
Chain sales	\$ 16,313,000	\$ 18,881,000	\$ 19,643,000
Total sales	\$ 44,037,000	\$ 53,372,000	\$ 56,117,000
% chain sales to total	37.0	35.4	35.0
<b>Drug stores</b>			
Number of chains	35	31	31
Number of stores	361	343	354
Chain sales	\$ 18,850,000	\$ 19,712,000	\$ 21,512,000
Total sales	\$ 101,027,000	\$ 115,450,000	\$ 120,420,000
% chain sales to total	18.7	17.1	16.6







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**RETAIL MERCHANDISE TRADE**

**IN**

**CANADA AND THE PROVINCES**

**1944**



**OTTAWA  
1946**

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DOMINION BUREAU OF STATISTICS  
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RETAIL MERCHANDISE TRADE IN CANADA AND THE PROVINCES, 1944.

Sales through retail stores in Canada exceeded the four billion dollar mark in 1944 according to revised estimates recently completed in the Merchandising and Services Branch of the Bureau of Statistics. The revised estimate for 1944 stands at \$4,124,200,000, up 8.9 per cent from the 1943 estimate of \$3,785,840,000 and compares with \$3,649,041,000 for 1942 and \$3,440,901,700 for the census year 1941.

The figure quoted above for 1941 is taken from the final results of the complete census of all trading establishments made for that year in connection with the Eighth Decennial Census. Figures for the more recent years 1942 to 1944 are estimates obtained, in the main, by applying to the 1941 census figure, trend values based on reports secured from a sample number of stores.

The year 1944 witnessed high employment and income levels. That the volume of retail trading was not even higher may be attributed of course to the shortness of supply prevailing in the case of many consumer goods. This was particularly true in the case of the automotive group of establishments, sales of new motor vehicles being restricted to releases to high priority users from the reserve bank of vehicles established when production for civilian use was discontinued early in 1942. Complete curtailment of radio production and drastically reduced production of electrical • household equipment were factors adversely affecting the sales trend for stores specializing in these commodities. Some improvement in the supply situation with respect to hardware items lead to a moderate expansion in the business of retail hardware stores.

Sales of the food group of stores (stores specializing in the sale of food products, and including such types of business as grocery stores, meat markets, grocery and meat stores, confectionery stores and fruit and vegetable markets) had total sales in excess of one billion dollars in 1944. The estimate for that year stands at \$1,017,541,000, up 7 per cent compared with 1943 and 29 per cent above the level obtaining in 1941. Various factors combined to produce the increase in the retail grocery and meat trade. Meat rationing was discontinued as from March 1 and was not re-introduced until September of the following year. Tea and coffee rations were increased on May 1, 1944 while in September the rationing of these commodities was discontinued altogether. Lifting of restrictions on the sale of canned fruits and vegetables imposed in the autumn of 1943 to permit fresh fruit and vegetables to move into the market was a factor stimulating the grocery trade in 1944.



Country general store sales were valued at \$321,308,000 in 1944, up 11 per cent over the preceding year and about 50 per cent above the 1941 level. Cash income from the sale of farm products was 28 per cent higher in 1944 than in the preceding year and was almost 100 per cent higher than in 1941. Restricted automobile travel discouraging rural residents from making purchases in urban centres and the fact that many country general stores had on hand stocks of merchandise in short supply in city stores were other factors tending to promote the business of these rural merchants.

Department store sales totalled \$464,880,000 in 1944, up 9.7 per cent compared with the preceding year and 23 per cent above the volume of business transacted in 1941. The increases for department store sales in 1944 over 1943 and 1941 were similar to the corresponding increases for the total retail trade as a whole.

Sales of the automotive group of establishments including motor vehicle dealers, filling stations, accessory and tire shops and garages combining the rendering of services and repairs with the sale of merchandise, are estimated at \$351,942,000 for 1944, up 13 per cent over the preceding year but about 40 per cent below the volume of business transacted in 1941.

All branches of the clothing trades reported minor gains ranging from 6 per cent to 8 per cent in 1944 over 1943. Sales for the group as a whole are estimated at \$397,458,000 for 1944, up 6.7 per cent over 1943 and 34.6 per cent above 1941.

Increased residential construction and improvement in the supply situation with respect to certain hardware items are reflected in the results for the building materials group. Sales for this group are estimated at \$247,723,000 for 1944, a gain of 18 per cent over 1943 and 42 per cent above the 1941 level.

Sales for the group of stores specializing in one or some combination of such commodities as furniture, household appliances, radios or house furnishings are estimated at \$107,056,000 for 1944. This represents a minor increase of 5.7 per cent compared with 1943 but a level some 10 per cent lower than that prevailing in 1941. Furniture stores and household appliance or radio dealers are the two most important classifications in this group. Sales of furniture stores gained 9.8 per cent from \$59,909,000 in 1943 to \$65,766,000 in 1944. On the other hand, sales for stores specializing in household appliances or radios continued the downward trend evidenced in the immediately preceding years and declined slightly from \$34,407,000 in 1943 to \$33,965,000 in 1944.

The marked upward trend which has characterized the restaurant trade since the beginning of the war was continued in 1944 although at a lesser rate than in the immediately preceding years. Sales for this category are estimated at \$202,463,000 for 1944, up 7.1 per cent from 1943 and about 54 per cent above the 1941 level.

Sales of the residual group of non-related trades totalled \$823,755,000 in 1944 compared with \$759,525,000 in the preceding year. Increases over 1943 for some of the more important trades included here are 8.1 per cent for drug stores, 14.6 per cent for jewellery stores and 8.2 per cent for government liquor stores. Reduced quantities of coal available for domestic consumption together with a shift to fuel of lower quality and price resulted in a 7.8 per cent decline in the dollar volume of business transacted by retail fuel dealers.

#### REGIONAL TRENDS

While all provinces shared in the increased volume of retail trade in 1944 compared with 1943, the percentage increase varied in different regions. Saskatchewan

came first in point of view of increased business with a gain of 16.3 per cent. The more substantial increase recorded here than elsewhere may be attributed in large measure to the marked gain in cash income from the sale of farm products in this province which rose by no less than 61 per cent from 327.5 millions of dollars in 1943 to 527.2 millions in 1944. Increases of 10 or 11 per cent in retail trading were recorded in the Maritime Provinces, in Manitoba, Alberta and British Columbia while sales in both Quebec and Ontario were up by 8 per cent.

Compared with the volume of business transacted in the census year 1941, sales for 1944 show the largest increase in Saskatchewan with a gain of 32.7 per cent. The Alberta increase was similar at 32.4 per cent followed by 27.1 per cent for the Maritime Provinces, 26.2 per cent for British Columbia, 25.7 per cent for Manitoba, 22.5 per cent for Quebec and 10.8 per cent for Ontario. The minor increase over the three year period in Ontario may be attributed to the fact that in this province much of the heightened activity resulting in higher employment levels and purchasing power had already taken place prior to the census year with which the 1944 comparison is made.

#### CHAIN STORES

The proportion of the total retail trade transacted by chain stores remained unchanged in 1944 from the preceding year at 18.7 per cent. There were 434 chain companies in operation in 1944 and these operated a total of 6,817 stores and had \$772,739,500 sales. In the preceding year there were 448 chain companies and these operated 7,074 stores with \$708,249,000 sales. Included in these chain figures are all retail organizations operating four or more retail outlets with the exception of department stores. All department stores are classified as independents irrespective of the number operated by any one firm.

The ratio of chain sales to total sales varied but slightly between 1943 and 1944 for the various kind-of-business classifications in which chains play an important role. The ratios for a selected number of trades for 1944 with corresponding ratios for 1943 in brackets are as follows: grocery stores, combination stores and meat markets, 24.3 per cent (22.9 per cent); men's and boys' clothing and furnishings, 10.1 per cent (10.4 per cent); women's apparel and accessories, 12.2 per cent (12.0 per cent); shoe stores, 34.7 per cent (35.0 per cent) and drug stores, 16.5 per cent (16.7 per cent).

#### METHOD OF ESTIMATING

It has already been stated at the beginning of this report that the figures shown herein for 1941 represent the results of the complete Census of Merchandising and Service Establishments which was taken for that year in connection with the Decennial Census of 1941. It has also been noted that the figures for the years 1942-1944 are, in the main, estimates obtained by applying trend values obtained from various sources to the 1941 totals. A description of the methods followed in arriving at estimates for the various trade classifications follows:

As a general rule the estimates of annual sales are based upon the results of the complete census for 1941 and trend values derived from the monthly surveys of retail trade conducted by the Bureau. These monthly surveys entail the collection of reports showing the volume of business transacted from most of the departmental firms in the country, from 220 multiple companies operating 3,000 stores and from a sample of some 6,000 independent merchants. These surveys tend to reflect the trend in sales for a constant number of stores and do not give full significance to the changes in volume of business arising from variations in the total number of establishments in operation. During the summer of 1945 special projects were undertaken for

three retail trades for the purpose of arriving at more accurate estimates of 1944 sales than those obtainable from the monthly surveys. The three trades were grocery and combination stores, country general stores and drug stores. A brief outline of the procedure followed with respect to these trades follows:

Briefly stated, the procedure involved three steps. First it involved the elimination from the 1941 census count of stores and sales of the figures for those stores which were in operation in the census year but not in 1944. Secondly, it involved the preparation of estimated sales for 1944 for those stores which were operating in both 1941 and 1944. Finally it meant the securing of reports giving 1944 sales figures from those stores which were in operation in 1944 but not in the earlier period.

The first step in the process was the matching of two complete lists of establishments, one containing the names and addresses of all retail stores operating in 1941 and the other containing corresponding information for 1944. This was done for the purpose of discovering which stores had gone out of business during the three year period, which were new entries into business and which had continued in business throughout the interval. Sales figures for 1941 were then secured from the census results for the stores which had gone out of business. Total sales figures for this group were deducted from the census totals for the corresponding trade in the same province.

Estimated sales for 1944 for the continuing group of stores (in business in both 1941 and 1944) were arrived at by applying to the 1941 sales for the same group a trend value derived in the main from the results of the monthly surveys of retail trade conducted by the Bureau. The 1944 sales figures thus computed were then supplemented by sales figures for new entrants into business secured by a postal canvass of all such firms.

The annual averages of the monthly indexes of retail sales were used to obtain sales estimates for department and for variety stores. Monthly coverage of the total trade is quite high in both cases and it is felt that the estimates closely approximate the actual experience for these two trades.

A rather complicated procedure was necessary in dealing with sales estimates for the automotive group. It was impossible to obtain satisfactory estimates for the various trades comprising this group and estimates were prepared on a commodity basis for the group as a whole. Commodity trends were obtained from a number of sources and these were weighted in proportion to their respective importance in the 1941 Census results for the group.

The Department of Munitions and Supply was the source of data on the number of new motor vehicles sold in 1944, the Bureau of Statistics having discontinued its monthly surveys at the end of 1943. In the absence of actual dollar sales figures, the average price figures based on 1943 records were used to measure the dollar volume of business. Used motor vehicle sales were based on the trend in financing of motor vehicle sales (adjusted in a more or less arbitrary manner to make allowance for the greater proportion of cash business than in earlier years). Net gallonage sales of gasoline as reported to the various provincial governments were used in conjunction with retail gasoline prices as reported to the Bureau in arriving at the dollar value of gasoline sales. Sales of replacement parts and accessories were estimated from the trend in sales of wholesale distributors of these products.

Apparel group estimates are based on aggregate results for four sub-groupings of retail trades which, broadly speaking, reflect expenditures in men's



apparel, ladies' apparel, general clothing and shoe stores. The annual averages of the monthly indexes of retail sales provide the basic data for each of these four classifications.

Two major classifications compose the greater part of the building materials group, namely hardware stores and lumber and building material dealers. The monthly series of indexes was used in the case of hardware stores, while sales for a constant sample of chain store units reporting to the Bureau annually served to provide information with which to estimate sales for the latter of these two trades.

Two main classes of stores predominate in the furniture-household-radio group also. Furniture stores and household appliance and radio dealers are the two classifications whose results are segregated in the tables of this report. Monthly indexes were used in each case to determine the volume of sales in the post-census period. Some adjustments were made to the indexes for radio and electrical stores as it existed, in order to give adequate representation to chain store sales volume.

Restaurant sales were estimated in accordance with the trend in monthly indexes of receipts.

Measurement of the volume of the retail fuel trade was derived from the Bureau's records on dealers' tonnage sales, month-end stocks and retail prices.

The results shown for jewellery stores were obtained by applying trends obtained from the monthly series of sales indexes to the 1941 Census total of sales. The estimates include the Federal tax introduced in June, 1942.

Government liquor store sales have been supplied by the various provincial governments. They relate to business transacted by government operated outlets only; they do not include retail purchases through hotels, taverns, brewers' retail stores and other licensed premises.

The tables of this report present results for the major kind-of-business groupings in the several provinces. In Table 1, however, Canada results are given for certain of the principal individual trades. In all cases there is a residual group which must be added to these results in order to obtain the group total but the method of estimating the sales for these additional trades has not been outlined here. Generally speaking the trends for these trades were assumed to be similar to those for related trades or to a combination of trades for which figures are available.

Table 1. - Retail Store Sales by Kind-of-Business Groups and for Selected Kinds of Business, Canada, 1941-1944.  
(Group totals may include classifications for which separate figures are not shown)

	1941 (Census results)		Estimated Retail Sales Indexes of Sales (1941 = 100)			
	No. Stores	Sales \$	1943(1)	1944	1941	1942 1943 (1)
Total, All Stores	137,331	3,440,901,700	3,785,840,000	4,124,200,000	100.0	106.0 110.0
Food Group	48,468	786,247,300	950,332,000	1,017,541,000	100.0	115.1 120.9
Grocery, combination & meat markets	32,778	650,630,700	782,111,000	842,336,000	100.0	118.1 120.9
Country General Stores	11,917	214,747,800	289,583,000	321,308,000	100.0	118.0 134.8
General Merchandise Group	3,794	525,971,000	602,204,000	654,954,000	100.0	112.9 114.5
Department stores	504	377,806,100	423,518,000	464,880,000	100.0	111.7 112.1
Variety stores	1,085	85,177,000	98,018,000	102,857,000	100.0	115.1 115.1
Automotive Group	16,287	594,719,500	311,330,000	351,942,000	100.0	61.3 52.3
Apparel Group	12,601	295,211,600	372,509,000	397,458,000	100.0	120.1 126.2
Men's and boys' clothing and furnishings stores	3,485	79,873,300	96,311,000	102,814,000	100.0	119.0 120.6
Family clothing stores	1,334	73,778,900	93,498,000	98,760,000	100.0	118.1 126.7
Women's apparel & accessories stores	5,508	97,522,100	126,583,000	136,253,000	100.0	121.9 129.8
Shoe stores	1,674	44,037,300	56,117,000	59,631,000	100.0	121.2 127.4
Building Materials Group	5,801	174,203,400	209,967,000	247,723,000	100.0	113.3 120.5
Furniture-Household-Radio Group	3,498	118,356,900	101,334,000	107,056,000	100.0	96.9 85.6
Furniture stores	1,337	64,057,000	59,909,000	65,766,000	100.0	100.6 93.5
Household appliance or radio dealers	1,648	45,894,600	34,407,000	33,965,000	100.0	91.9 75.0
Restaurants	8,821	131,181,000	189,056,000	202,463,000	100.0	119.7 144.1
Other Retail Stores	25,564	600,263,200	759,525,000	823,755,000	100.0	118.1 126.5
(Including second-hand)						
Coal and wood yards (ice dealers)	3,319	102,796,500	133,177,000	122,765,000	100.0	117.3 129.6
Drug stores	3,936	101,027,400	128,741,000	139,104,000	100.0	114.8 127.4
Jewellery stores	1,692	38,453,800	49,067,000	56,228,000	100.0	111.9 127.6
Government liquor stores	618	112,834,600	153,104,000	165,677,000	100.0	129.8 146.8

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales \$	1943(1)	1944 \$	1941	1942	1943 (1)	1944
<u>MARITIME PROVINCES</u>								
Total, All Stores	12,641	282,812,300	324,708,000	359,566,000	100.0	107.5	114.8	127.1
Food group	5,832	65,860,700	83,709,000	89,966,000	100.0	117.3	127.1	136.6
Country general stores	1,566	26,775,600	38,691,000	44,126,000	100.0	118.3	144.5	164.8
General merchandise group	405	48,462,200	58,381,000	64,549,000	100.0	114.3	120.5	133.2
Automotive group	1,216	46,819,000	22,379,000	26,874,000	100.0	56.2	47.8	57.4
Apparel group	237	23,028,700	32,191,000	34,946,000	100.0	124.6	139.8	151.7
Building materials group	274	10,821,800	11,888,000	14,241,000	100.0	109.2	111.9	134.1
Furniture-household-radio group	210	6,590,100	6,789,000	7,533,000	100.0	105.2	103.0	114.3
Restaurants	750	7,880,900	10,550,000	10,947,000	100.0	120.6	134.0	138.9
Other retail stores	1,531	46,773,300	60,120,000	66,364,000	100.0	121.0	128.5	141.9
<u>QUEBEC</u>								
Total, All Stores	39,712	818,671,100	931,388,000	1,003,012,000	100.0	109.5	113.8	122.5
Food group	17,969	240,481,900	301,564,000	315,512,000	100.0	117.8	125.4	131.2
Country general stores	2,945	42,340,800	67,824,000	75,316,000	100.0	121.0	137.6	152.8
General merchandise group	1,558	104,145,900	124,840,000	135,238,000	100.0	117.3	119.9	129.9
Automotive group	2,986	113,063,200	59,927,000	70,103,000	100.0	61.4	53.0	62.0
Apparel group	4,164	85,743,800	104,909,000	109,092,000	100.0	121.1	122.4	127.2
Building materials group	1,000	32,644,800	34,986,000	41,406,000	100.0	108.9	106.5	126.1
Furniture-household-radio group	928	34,346,400	29,551,000	31,744,000	100.0	97.5	86.0	92.4
Restaurants	1,677	28,542,100	37,753,000	40,844,000	100.0	114.4	132.2	143.1
Other retail stores	6,487	130,206,400	170,072,000	183,757,000	100.0	120.0	130.6	141.1

(1) Revised.



Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.- Continued  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales	1943(1)	1944	1941	1942	1943 (1)	1944
		\$	\$	\$				
<u>ONTARIO</u>								
Total, All Stores	47,055	1,406,976,700	1,443,638,000	1,558,510,000	100.0	102.5	103.0	110.8
Food group	14,019	314,628,700	360,565,000	389,510,000	100.0	112.1	114.6	123.8
Country general stores	2,350	44,274,600	55,388,000	58,133,000	100.0	115.1	125.1	131.3
General merchandise group	1,252	206,533,300	222,481,000	236,871,000	100.0	109.9	107.7	114.7
Automotive group	7,119	266,443,700	126,827,000	140,149,000	100.0	59.9	47.6	52.6
Apparel group	5,068	125,663,300	151,049,000	161,884,000	100.0	116.9	120.2	128.8
Building materials group	2,026	70,020,400	73,425,000	85,743,000	100.0	107.6	104.9	122.5
Furniture-household-radio group	1,515	52,836,100	41,454,000	42,272,000	100.0	93.7	78.5	80.0
Restaurants	3,663	54,372,500	79,003,000	85,963,000	100.0	119.9	145.3	158.1
Other retail stores	10,043	272,204,100	339,446,000	357,985,000	100.0	115.6	124.7	131.5
<u>MANITOBA</u>								
Total, All Stores	7,219	210,833,400	239,403,000	264,982,000	100.0	106.9	113.6	125.7
Food group	2,248	33,804,200	40,464,000	43,506,000	100.0	112.6	119.7	128.7
Country general stores	1,000	16,997,900	23,372,000	24,919,000	100.0	120.6	137.5	146.6
General merchandise group	111	61,209,000	68,116,000	76,878,000	100.0	109.3	111.3	125.6
Automotive group	1,062	30,639,900	18,231,000	20,927,000	100.0	64.4	59.5	68.3
Apparel group	457	11,224,500	14,217,000	15,799,000	100.0	115.9	126.7	140.8
Building materials group	356	11,831,600	18,376,000	21,299,000	100.0	125.4	155.3	180.0
Furniture-household-radio group	130	4,290,800	4,214,000	4,761,000	100.0	101.4	98.2	111.0
Restaurants	506	7,991,500	10,972,000	11,939,000	100.0	112.0	137.3	149.4
Other retail stores	1,349	32,844,000	41,441,000	44,954,000	100.0	118.7	126.2	136.9

(1) Revised.

Table 2.- Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944.- Continued.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941		Estimated Sales		Indexes of Sales (1941 = 100)			
	Census Results		1943(1)	1944	1941	1942	1943	1944
	No. Stores	Sales	\$	\$				
<u>SASKATCHEWAN</u>								
Total, All Stores	10,088	186,885,800	213,311,000	248,031,000	100.0	104.6	114.1	132.7
Food group	2,244	26,502,400	33,181,000	37,607,000	100.0	110.6	125.2	141.9
Country general stores	1,929	32,689,600	44,392,000	50,767,000	100.0	118.0	135.8	155.3
General merchandise group	126	22,649,000	25,866,000	30,246,000	100.0	110.8	114.2	133.5
Automotive group	1,619	37,138,300	22,320,000	25,105,000	100.0	64.7	60.1	67.6
Apparel group	367	10,999,800	15,605,000	17,805,000	100.0	120.4	141.9	161.9
Building materials group	982	16,836,700	25,997,000	32,206,000	100.0	123.8	154.4	191.3
Furniture-household-radio group	159	2,877,200	2,720,000	3,158,000	100.0	94.7	94.5	109.8
Restaurants	523	6,847,300	10,086,000	11,188,000	100.0	121.9	147.3	163.4
Other retail stores	2,139	30,345,500	33,144,000	39,949,000	100.0	109.8	109.2	131.6
<u>ALBERTA</u>								
Total, All Stores	9,222	221,071,400	263,990,000	292,622,000	100.0	108.0	119.4	132.4
Food group	2,329	35,312,500	46,224,000	50,391,000	100.0	119.3	130.9	142.7
Country general stores	1,377	27,217,100	37,206,000	42,159,000	100.0	118.2	136.7	154.9
General merchandise group	135	29,329,900	38,252,000	41,010,000	100.0	115.9	130.4	139.8
Automotive group	1,497	46,618,200	30,861,000	34,497,000	100.0	68.7	66.2	74.0
Apparel group	540	13,270,900	19,776,000	20,943,000	100.0	121.9	149.0	157.8
Building materials group	693	18,029,200	25,505,000	29,370,000	100.0	120.1	141.5	162.9
Furniture-household-radio group	189	5,914,700	5,952,000	6,234,000	100.0	102.9	100.6	105.4
Restaurants	733	10,448,800	15,642,000	15,830,000	100.0	118.5	149.7	151.5
Other retail stores	1,729	34,930,100	44,572,000	52,188,000	100.0	120.5	127.6	149.4

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1944. - Concluded.  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales	1943(1)	1944	1941	1942	1943 (1)	1944
<u>BRITISH COLUMBIA</u>								
Total, All Stores	11,253	309,572,600	355,788,000	390,584,000	100.0	110.3	114.9	126.2
Food group	3,818	69,472,200	84,339,000	90,800,000	100.0	118.1	121.4	130.7
Country general stores	728	16,057,400	20,329,000	23,765,000	100.0	112.8	126.6	148.0
General merchandise group	206	53,545,800	64,126,000	70,038,000	100.0	118.1	119.8	130.8
Automotive group	1,366	53,939,600	30,746,000	34,252,000	100.0	61.5	57.0	63.5
Apparel group	1,143	25,254,700	34,716,000	36,950,000	100.0	128.9	137.5	146.3
Building materials group	467	13,969,500	19,731,000	23,387,000	100.0	123.8	141.2	167.4
Furniture-household-radio group	367	11,501,500	10,654,000	11,354,000	100.0	101.6	92.6	98.7
Restaurants	962	15,000,300	24,885,000	25,606,000	100.0	132.4	165.9	170.7
Other retail stores	2,196	50,831,500	66,262,000	74,432,000	100.0	125.1	130.4	146.4

(1) Revised.



Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales  
and Percentage of Chain Store Sales to Total Sales,  
by Provinces, 1941, 1943 & 1944.

	1941	1943 <sup>(2)</sup>	1944
<b>CANADA<sup>(1)</sup></b>			
Number of chains	533	448	434
Number of stores	8,012	7,074	6,817
Chain sales	\$ 642,637,000	\$ 708,249,000	\$ 772,739,500
Total sales	\$3,440,902,000	\$3,785,840,000	\$4,124,200,000
% chain sales to total	18.7	18.7	18.7
<b>MARITIME PROVINCES</b>			
Number of chains	75	69	66
Number of stores	558	504	469
Chain sales	\$ 52,999,000	\$ 60,810,000	\$ 67,051,800
Total sales	\$ 282,812,000	\$ 324,708,000	\$ 359,566,000
% chain sales to total	18.7	18.7	18.6
<b>QUEBEC</b>			
Number of chains	165	140	134
Number of stores	1,443	1,264	1,222
Chain sales	\$ 132,325,000	\$ 146,585,000	\$ 155,929,900
Total sales	\$ 818,671,000	\$ 931,388,000	\$1,003,012,000
% chain sales to total	16.2	15.7	15.5
<b>ONTARIO</b>			
Number of chains	284	249	241
Number of stores	3,389	3,077	2,921
Chain sales	\$ 295,823,000	\$ 310,228,000	\$ 335,368,600
Total sales	\$1,406,977,000	\$1,449,638,000	\$1,558,510,000
% chain sales to total	21.0	21.4	21.5
<b>MANITOBA</b>			
Number of chains	69	60	60
Number of stores	335	284	277
Chain sales	\$ 27,438,000	\$ 32,336,000	\$ 34,537,300
Total sales	\$ 210,833,000	\$ 239,403,000	\$ 264,982,000
% chain sales to total	13.0	13.5	13.0
<b>SASKATCHEWAN</b>			
Number of chains	78	65	61
Number of stores	882	709	701
Chain sales	\$ 32,524,000	\$ 38,026,000	\$ 43,662,900
Total sales	\$ 186,886,000	\$ 213,311,000	\$ 248,031,000
% chain sales to total	17.4	17.8	17.6

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941, 1943 & 1944.- Concluded.

	1941	1943 <sup>(2)</sup>	1944
ALBERTA			
Number of chains	89	76	75
Number of stores	578	518	504
Chain sales	\$ 36,111,000	\$ 46,990,000	\$ 51,285,800
Total sales	\$ 221,071,000	\$ 263,990,000	\$ 292,622,000
% chain sales to total	16.3	17.8	17.5
BRITISH COLUMBIA			
Number of chains	91	73	77
Number of stores	765	663	666
Chain sales	\$ 63,925,000	\$ 70,685,000	\$ 79,597,000
Total sales	\$ 309,573,000	\$ 355,788,000	\$ 390,584,000
% chain sales to total	20.6	19.9	20.4

(1) Includes Yukon and Northwest Territories.

(2) Revised.

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1943 & 1944.

	1941	1943 <sup>(1)</sup>	1944
All Chains			
Number of chains	533	448	434
Number of stores	8,012	7,074	6,817
Chain sales	\$ 642,637,000	\$ 708,249,000	\$ 772,739,500
Total sales	\$3,440,902,000	\$3,785,840,000	\$4,124,200,000
% chain sales to total	18.7	18.7	18.7
Grocery and combination stores and meat markets			
Number of chains	62	56	67
Number of stores	1,541	1,269	1,364
Chain sales	\$ 172,317,000	\$ 179,834,000	\$ 204,852,500
Total sales	\$ 650,631,000	\$ 786,311,000	\$ 842,336,000
% chain sales to total	26.5	22.9	24.3

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1943 & 1944.- Concluded.

	1941	1943 <sup>(1)</sup>	1944
Men's and boys' clothing and furnishings			
Number of chains	18	15	12
Number of stores	147	132	117
Chain sales	\$ 9,499,000	\$ 10,031,000	\$ 10,377,000
Total sales	\$ 79,873,000	\$ 96,311,000	\$ 102,814,000
% chain sales to total	11.9	10.4	10.1
Women's apparel and accessories stores			
Number of chains	38	31	32
Number of stores	318	277	293
Chain sales	\$ 12,438,000	\$ 15,134,000	\$ 16,607,700
Total sales	\$ 97,522,000	\$ 126,583,000	\$ 136,253,000
% chain sales to total	12.8	12.0	12.2
Shoe stores			
Number of chains	35	29	29
Number of stores	452	426	432
Chain sales	\$ 16,313,000	\$ 19,648,000	\$ 20,663,900
Total sales	\$ 44,037,000	\$ 56,117,000	\$ 59,631,000
% chain sales to total	37.0	35.0	34.7
Drug stores			
Number of chains	35	31	29
Number of stores	361	334	323
Chain sales	\$ 18,850,000	\$ 21,512,000	\$ 23,004,500
Total sales	\$ 101,027,000	\$ 128,741,000	\$ 139,104,000
% chain sales to total	18.7	16.7	16.5

(1) Revised.





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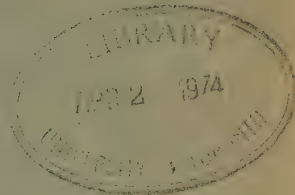
**CANADA**

**DEPARTMENT OF TRADE AND COMMERCE**

**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES STATISTICS**

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**RETAIL MERCHANDISE TRADE**

**IN**

**CANADA AND THE PROVINCES**

**1945**



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RETAIL MERCHANDISE TRADE IN CANADA AND THE PROVINCES, 1945

Retail stores in Canada transacted business to the extent of \$4,591,885,000 in 1945, according to estimates recently completed by the Merchandising and Services Section of the Bureau of Statistics. This volume of dollar sales was 11 per cent higher than that for 1944, when sales totalled \$4,123,151,000, and stood 33 per cent above total sales of \$3,440,902,000 in the census year, 1941.

The last complete census of retail trading establishments was taken in 1941 and all figures for that year quoted in this report are taken from the census results. Sales for the intervening years are estimates derived for the most part from sales trends for a sample of reporting chain companies and independent merchants.

Chief among the influences which affected retail merchandising during 1945 was the elimination or modification of controls on the production and distribution of certain materials and commodities which took place as hostilities drew to a close. These factors had a very limited effect on prevailing sales trends in the trades associated with the distribution of staple consumer needs, while, on the other hand, they did have a noticeable effect on sales trends for durable goods and luxury trades. Thus, food, department, variety, country general and the apparel trades enjoyed sales expansions in 1945 which closely approximated the overall increase of 11 per cent, whereas higher-than-average sales increases were experienced by liquor, automotive and durable household goods stores.

The Bureau of Statistics maintains some 120 individual classifications for retail stores and the business done in each of these is measured when complete merchandising censuses are taken. It is not possible to obtain intercensal estimates for all kinds of business. For convenience in compiling and presenting the current results, therefore, the adopted system involves the publication of results for groupings of trades having a certain degree of homogeneity. Separate totals for selected kinds of business are given where the volume of sales justifies doing so.

The food group constitutes the largest from the standpoint of consumer expenditures on merchandise. Sales in those stores which comprise this group totalled \$1,110,314,000 in 1945, an amount which exceeds by 9 per cent the 1944 sales figure of \$1,017,541,000.

Country general stores have experienced more pronounced expansion in sales since 1941 than has been the case with most other trades, the margin between the census year and 1945 being 65 per cent. Their total sales volume was \$354,684,000 in 1945, 10 per cent higher than the 1944 figure, \$321,308,000.

Second largest among the groups is that for stores handling a general line of merchandise. Sales for this group totalled \$722,804,000 in 1945, a gain of 10 per cent over the 1944 sales figure. Department stores, which dominate this group, had sales totalling \$516,141,000 in 1945, or more than 70 per cent of the group total.

Results for the automotive group, including motor vehicle dealers, filling stations and garages, are shown in total. Measurements of trends in commodity sales, appropriately weighted in accordance with commodity distribution of sales in 1941, provide the basic material from which the automotive series is prepared. Sales for the entire group were estimated at \$424,301,000 in 1945, an increase of 21 per cent over 1944 and was among the largest of the gains recorded by the various groups. The level of trading in the automotive field as a whole continues low, however; relative to that prevailing in earlier years, sales being down almost 30 per cent in 1945 below sales in 1941. Production of new vehicles was on a very restricted scale in 1945 and this had a controlling influence on revenue increases for motor servicing establishments.

Impetus was given to the business of apparel stores during the latter part of 1945 when service personnel began to return to civil life in increasing numbers. Sales for the group as a whole aggregated \$435,894,000, up 10 per cent compared with 1944 volume of \$397,458,000. Increases recorded by the four component trades of this group were fairly uniform.

Further increases in the availability of building materials and hardware items in 1945 contributed towards an increase of 14 per cent for the lumber and building materials group whose sales totalled \$281,418,000 in 1945 compared with \$247,723,000 in 1944.

Increased supplies of durable consumer goods, particularly radios and household appliances, brought about a fairly large expansion in sales for stores specializing in the distribution of these merchandise items. The furniture-household radio group recorded an increase of 15 per cent in 1945 over 1944, sales being \$123,520,000 in 1945 and \$107,056,000 in 1944. Volume remains low in relation to earlier years and sales in 1945 were only 4 per cent higher than 1941 sales for this group of stores. Increases for the two chief components of this series, between 1944 and 1945, were 19 per cent in the case of household appliance and radio stores and 13 per cent for furniture stores.

The rapid expansion in restaurant sales which came about during the war was noticeably curtailed in 1945 when sales increased only 4 per cent above the 1944 volume. Dollar sales for the restaurant group amounted to \$210,465,000 in 1945.

A number of retail trades which do not come within the groupings reviewed above are combined under the heading "Other Retail Stores". The sales for this miscellaneous group of trades totalled \$928,485,000 in 1945, up 13 per cent over the \$822,706,000 sales recorded in 1944. Included in this group are Government Liquor Stores whose increase of 32 per cent in 1945 over 1944 surpassed gains recorded by any of the other individual trade classifications. Removal of restrictions on manufacturers' sales of liquor enabled provincial Liquor Boards to increase the ration allowance to consumers and the effect was apparent in substantial

sales increases in 1945 over 1944. Retail sales of liquor stores reached an estimated \$218,134,000 in 1945 as compared with sales of \$165,677,000 in the preceding year. Sales for these liquor outlets stand 93 per cent higher in 1945 than in 1941.

#### REGIONAL TRENDS

The average gain in sales for Canada of 11 per cent between 1944 and 1945 was approached or exceeded in all sections of the country, increases ranging within limits of 9.7 per cent for the Maritime Provinces to 12.4 per cent for British Columbia. The varying influences of early war developments had altered the pattern of provincial sales distribution between 1939 and 1941, with the result that Ontario, Quebec and the Maritime Provinces had increased their sales between these two years more than had other provinces. This must be taken into account in interpreting the provincial trends for the period from 1941 onwards. The largest gains between 1941 and 1945 are to be found in the western provinces. Saskatchewan sales increased 49 per cent; Alberta sales, 45 per cent and British Columbia sales, 42 per cent. Manitoba and the Maritime Provinces had identical increases of 39 per cent for the same period and were closely followed by a 37 per cent sales increase for Québec. Ontario results showed the greatest deviation from the general trend, the sales increase for that province amounting to 24 per cent in 1945 over 1941.

#### CHAIN STORES

Chain stores captured a slightly larger share of the total trade in 1945 than they obtained in 1944. The proportion of chain store sales to total sales increased from 18.8 per cent in 1944 to 19.1 per cent in 1945. There were 426 chain companies operating 6,725 stores in Canada in 1945 and these had sales of \$877,895,900, whereas 1944 totals showed 435 companies with 6,829 stores and dollar sales of \$774,088,400. Included in these chain figures are all retail organizations operating four or more retail outlets, excluding department stores which are classified as independents regardless of the number of stores which they operate.



Table 1. - Retail Store Sales by Kind-of-Business Groups and for Selected Kinds of Business, Canada, 1941-1945  
(Group totals may include classifications for which separate figures are not shown)

	1941			Indexes of Sales (1941 = 100)			
	(Census results)		Estimated Retail Sales	1941	1943	1944 (1)	1945
	No. Stores	Sales					
Total, All Stores .....	137,331	\$ 3,440,901,700	\$ 4,123,151,000	100.0	110.0	119.8	133.5
Food Group .....	48,468	786,247,300	1,017,541,000	100.0	120.9	129.4	141.2
Grocery, combination and meat markets	32,778	650,630,700	842,336,000	100.0	120.9	129.5	141.2
Country General Stores .....	11,317	214,747,800	321,308,000	100.0	134.8	149.6	165.2
General Merchandise Group .....	3,794	525,971,000	654,954,000	100.0	114.5	124.5	137.4
Department stores .....	504	377,806,100	464,880,000	100.0	112.1	123.0	136.6
Variety stores .....	1,085	85,177,000	102,857,000	100.0	119.1	120.8	131.0
Automotive Group .....	16,867	594,719,500	351,942,000	100.0	52.3	59.2	71.3
Apparel Group .....	12,601	295,211,600	397,458,000	100.0	126.2	134.6	147.7
Men's and boys' clothing and furnishings stores .....	3,485	79,873,300	102,814,000	100.0	120.6	128.7	141.1
Family clothing stores .....	1,934	73,778,900	98,760,000	100.0	126.7	133.9	147.7
Women's apparel & accessories stores	5,608	97,522,100	136,253,000	100.0	129.8	139.7	151.5
Shoe Stores .....	1,674	44,037,300	59,631,000	100.0	127.4	135.4	150.8
Building Materials Group .....	5,801	174,203,400	247,723,000	100.0	120.5	142.2	161.5
Furniture-Household-Radio Group .....	3,498	118,256,900	107,056,000	100.0	85.6	90.5	104.4
Furniture Stores .....	1,337	64,057,000	65,766,000	100.0	93.5	102.7	116.3
Household appliance or radio dealers	1,648	45,894,600	33,965,000	100.0	75.0	74.0	88.2
Restaurants .....	8,821	131,181,000	202,463,000	100.0	144.1	154.3	160.4
Other Retail Stores (including second-hand) .....	25,564	600,263,200	822,706,000	100.0	126.5	137.1	154.7
Coal and wood yards (ice dealers) ..	3,219	102,796,500	122,765,000	100.0	129.6	119.4	123.4
Drug stores .....	3,956	101,027,400	149,928,000	100.0	127.4	137.7	148.4
Jewellery stores .....	1,692	38,453,800	56,228,000	100.0	127.6	146.2	168.6
Government liquor stores .....	618	112,834,600	165,677,000	100.0	135.7	146.8	193.3

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates.)

	1941		Estimated Sales		Indexes of Sales (1941 = 100)			
	Census Results		1944 (1)	1945	1941	1943	1944 (1)	1945
	No. Stores	Sales						
<u>MARITIME PROVINCES</u>								
Total, All Stores .....	12,641	282,812,300	359,566,000	394,297,000	100.0	114.8	127.1	139.4
Food group .....	5,832	65,860,700	89,966,000	96,354,000	100.0	127.1	136.6	146.3
Country general stores .....	1,566	26,775,600	44,126,000	48,276,000	100.0	144.5	164.8	180.3
General merchandise group .....	405	48,462,200	64,549,000	69,536,000	100.0	120.5	133.2	143.6
Automotive group .....	1,216	46,819,000	26,874,000	33,616,000	100.0	47.8	57.4	71.8
Apparel group .....	857	23,028,700	34,946,000	38,503,000	100.0	139.8	151.7	167.2
Building materials group .....	274	10,621,800	14,241,000	16,401,000	100.0	111.9	134.1	154.4
Furniture-household-radio group ...	210	6,590,100	7,533,000	8,532,000	100.0	103.0	114.3	129.5
Restaurants .....	750	7,880,900	10,947,000	11,199,000	100.0	134.0	138.9	142.1
Other retail stores .....	1,531	46,773,300	66,384,000	71,818,000	100.0	128.5	141.9	153.5
Total, All Stores .....	39,712	818,671,100	1,001,963,000	1,117,363,000	100.0	113.8	122.4	136.5
<u>QUEBEC</u>								
Food group .....	17,969	240,481,900	315,512,000	348,699,000	100.0	125.4	131.2	145.0
Country general stores .....	2,943	49,290,600	75,316,000	84,040,000	100.0	137.6	152.8	170.5
General merchandise group .....	1,558	104,145,900	135,238,000	150,904,000	100.0	119.9	129.9	144.9
Automotive group .....	2,986	113,069,200	70,103,000	89,551,000	100.0	53.0	62.0	79.2
Apparel group .....	4,164	85,743,800	109,092,000	116,795,000	100.0	122.4	127.2	136.2
Building materials group .....	1,000	32,844,800	41,406,000	48,800,000	100.0	106.5	126.1	148.6
Furniture-household-radio group ...	928	34,346,400	31,744,000	36,585,000	100.0	86.0	92.4	106.5
Restaurants .....	1,677	28,542,100	40,844,000	44,697,000	100.0	132.2	143.1	156.6
Other retail stores .....	6,487	130,206,400	182,708,000	197,292,000	100.0	130.6	140.3	151.5

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945 (Continued)  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates.)

	1941 Census Results		Estimated Sales		Indexes of Sales (1941 = 100)			
	No. Stores	Sales	1944 (1)	1945	1941	1943	1944 (1)	1945
<b>ONTARIO</b>								
Total, All Stores .....	47,055	1,406,976,700	1,558,510,000	1,742,409,000	100.0	103.0	110.8	123.8
Food group .....	14,019	314,628,700	389,510,000	420,344,000	100.0	114.6	123.8	133.6
Country general stores .....	2,350	44,274,600	58,133,000	64,597,000	100.0	125.1	131.3	145.9
General merchandise group .....	1,252	206,533,300	236,871,000	264,339,000	100.0	107.7	114.7	128.0
Automotive group .....	7,119	266,443,700	140,149,000	163,064,000	100.0	47.6	52.6	61.2
Apparel group .....	5,068	125,663,300	161,884,000	181,360,000	100.0	120.2	128.8	144.3
Building materials group .....	2,026	70,020,400	85,743,000	103,327,000	100.0	104.9	122.5	147.6
Furniture-household-radio group .....	1,515	52,836,100	42,272,000	49,497,000	100.0	78.5	80.0	93.7
Restaurants .....	3,663	54,372,500	85,963,000	86,887,000	100.0	145.3	158.1	159.8
Other retail stores .....	10,043	272,204,100	357,985,000	408,994,000	100.0	124.7	131.5	150.3
<b>MANITOBA</b>								
Total, All Stores .....	7,219	210,833,400	264,982,000	292,735,000	100.0	113.6	125.7	138.8
Food group .....	2,248	33,804,200	43,506,000	48,002,000	100.0	119.7	128.7	142.0
Country general stores .....	1,000	16,997,900	24,919,000	26,024,000	100.0	137.5	146.5	153.1
General merchandise group .....	111	61,209,000	76,878,000	84,258,000	100.0	111.3	125.6	137.7
Automotive group .....	1,062	30,639,900	20,927,000	24,543,000	100.0	59.5	68.3	80.1
Apparel group .....	457	11,224,500	15,799,000	17,488,000	100.0	126.7	140.8	155.8
Building materials group .....	356	11,831,600	21,299,000	22,244,000	100.0	155.3	180.0	188.0
Furniture-household-radio group .....	130	4,290,800	4,761,000	5,482,000	100.0	93.2	111.0	127.8
Restaurants .....	506	7,991,500	11,939,000	12,858,000	100.0	137.3	149.4	160.9
Other retail stores .....	1,349	32,844,000	44,354,000	51,836,000	100.0	126.2	136.9	157.8

(1) Revised.



Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945 (Continued)  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates.)

	1941		Estimated Sales		Indexes of Sales (1941 = 100)		
	Census Results		1944 (1)	1945	1941	1943	1945
	No. Stores	Sales					
<u>SASKATCHEWAN</u>							
Total, All Stores .....	10,088	186,885,800	248,031,000	277,466,000	100.0	114.1	148.5
Food group .....	2,244	26,502,400	37,607,000	41,370,000	100.0	125.2	156.1
Country general stores .....	1,929	32,689,600	50,767,000	56,815,000	100.0	135.8	173.8
General merchandise group .....	126	22,649,000	30,246,000	32,642,000	100.0	114.2	144.1
Automotive group .....	1,619	37,138,300	25,105,000	31,493,000	100.0	60.1	84.8
Apparel group .....	367	10,999,800	17,805,000	18,734,000	100.0	141.9	170.3
Building materials group .....	982	16,836,700	32,206,000	33,673,000	100.0	154.4	200.0
Furniture-household-radio group ...	159	2,977,200	3,158,000	3,487,000	100.0	94.5	121.2
Restaurants .....	523	6,847,300	11,188,000	11,784,000	100.0	147.3	172.1
Other retail stores .....	2,139	30,345,500	39,949,000	47,468,000	100.0	109.2	156.4
<u>ALBERTA</u>							
Total, All Stores .....	9,222	221,071,400	292,622,000	321,250,000	100.0	119.4	145.3
Food group .....	2,329	35,312,500	50,391,000	54,310,000	100.0	130.9	153.8
Country general stores .....	1,377	27,217,100	42,159,000	45,616,000	100.0	136.7	167.6
General merchandise group .....	135	29,329,900	41,010,000	44,081,000	100.0	130.4	150.3
Automotive group .....	1,497	46,618,200	34,497,000	41,210,000	100.0	66.2	88.4
Apparel group .....	540	13,270,900	20,943,000	22,196,000	100.0	149.0	167.3
Building materials group .....	693	18,029,200	29,370,000	31,155,000	100.0	141.5	172.8
Furniture-household-radio group ...	189	5,914,700	6,234,000	6,876,000	100.0	100.6	116.3
Restaurants .....	733	10,448,800	15,830,000	16,102,000	100.0	149.7	154.1
Other retail stores .....	1,729	34,930,100	52,188,000	59,704,000	100.0	127.6	170.9

(1) Revised.

Table 2. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1945 (Continued)  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

	1941		Estimated Sales		Indexes of Sales (1941 = 100)			
	Census Results							
	No. Stores	Sales	1944 (1)	1945	1941	1943	1944 (1)	1945
<u>BRITISH COLUMBIA</u>								
Total, All Stores .....	11,253	309,572,600	390,584,000	438,838,000	100.0	114.9	126.2	141.8
Food group .....	3,818	69,472,200	90,800,000	100,943,000	100.0	121.4	130.7	145.3
Country general stores .....	728	16,057,400	23,765,000	26,800,000	100.0	126.6	148.0	166.9
General merchandise group .....	206	53,545,800	70,038,000	76,838,000	100.0	119.8	130.8	143.5
Automotive group .....	1,366	53,939,600	34,252,000	40,778,000	100.0	57.0	63.5	75.5
Apparel group .....	1,143	25,254,700	36,950,000	40,773,000	100.0	137.5	146.3	161.4
Building materials group .....	467	13,969,500	23,387,000	25,733,000	100.0	141.2	167.4	184.2
Furniture-household-radio group .....	367	11,501,600	11,354,000	13,061,000	100.0	92.6	98.7	113.6
Restaurants .....	962	15,000,300	25,606,000	26,776,000	100.0	165.9	170.7	178.5
Other retail stores .....	2,196	50,831,500	74,432,000	87,136,000	100.0	130.4	146.4	171.4

(1) Revised.

Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales  
and Percentage of Chain Store Sales to Total Sales,  
by Provinces, 1941, 1944 & 1945

	1941	1944 <sup>(2)</sup>	1945 <sup>(3)</sup>
CANADA <sup>(1)</sup>			
Number of chains .....	533	435	426
Number of stores .....	8,012	6,829	6,725
Chain sales .....	\$ 642,637,000	\$ 774,088,400	\$ 877,895,900
Total sales .....	\$3,440,902,000	\$4,123,151,000	\$4,591,885,000
% chain sales to total ..	18.7	18.8	19.1
MARITIME PROVINCES			
Number of chains .....	75	66	66
Number of stores .....	558	469	474
Chain sales .....	\$ 52,999,000	\$ 67,090,900	\$ 73,197,700
Total sales .....	\$ 282,812,000	\$ 359,566,000	\$ 394,297,000
% chain sales to total ..	18.7	18.7	18.6
QUEBEC			
Number of chains .....	165	135	140
Number of stores .....	1,443	1,234	1,231
Chain sales .....	\$ 132,325,000	\$ 156,297,800	\$ 175,739,300
Total sales .....	\$ 818,671,000	\$1,001,963,000	\$1,117,363,000
% chain sales to total ..	16.2	15.6	15.7
ONTARIO			
Number of chains .....	284	241	227
Number of stores .....	3,389	2,921	2,838
Chain sales .....	\$ 295,823,000	\$ 336,041,500	\$ 384,492,600
Total sales .....	\$1,406,977,000	\$1,558,510,000	\$1,742,409,000
% chain sales to total ..	21.0	21.6	22.1
MANITOBA			
Number of chains .....	69	60	63
Number of stores .....	335	277	279
Chain sales .....	\$ 27,438,000	\$ 36,573,500	\$ 42,496,600
Total sales .....	\$ 210,833,000	\$ 264,982,000	\$ 292,735,000
% chain sales to total ..	13.0	13.8	14.5
SASKATCHEWAN			
Number of chains .....	78	61	62
Number of stores .....	882	701	687
Chain sales .....	\$ 32,524,000	\$ 43,697,700	\$ 49,703,000
Total sales .....	\$ 186,886,000	\$ 248,031,000	\$ 277,466,000
% chain sales to total ..	17.4	17.6	17.9

(1) Includes Yukon and Northwest Territories. (2) Revised. (3) Preliminary.



Table 3. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941, 1944 & 1945 - (Concluded)

	1941	1944 <sup>(2)</sup>	1945 <sup>(3)</sup>
<b>ALBERTA</b>			
Number of chains .....	89	75	73
Number of stores .....	578	504	497
Chain sales .....	\$ 36,111,000	\$ 51,347,400	\$ 57,674,700
Total sales .....	\$ 221,071,000	\$ 292,622,000	\$ 321,250,000
% chain sales to total ..	16.3	17.5	18.0
<b>BRITISH COLUMBIA</b>			
Number of chains .....	91	77	80
Number of stores .....	765	666	663
Chain sales .....	\$ 63,925,000	\$ 79,733,400	\$ 91,514,200
Total sales .....	\$ 309,573,000	\$ 390,584,000	\$ 438,838,000
% chain sales to total ..	20.6	20.4	20.9

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1944 & 1945

	1941	1944 <sup>(2)</sup>	1945 <sup>(3)</sup>
<b>All Chains</b>			
Number of chains .....	533	435	426
Number of stores .....	8,012	6,829	6,725
Chain sales .....	\$ 642,637,000	\$ 774,088,400	\$ 877,895,900
Total sales .....	\$3,440,902,000	\$4,123,151,000	\$4,591,885,000
% chain sales to total ..	18.7	18.8	19.1
<b>Grocery and combination stores and meat markets</b>			
Number of chains .....	62	67	62
Number of stores .....	1,541	1,364	1,306
Chain sales .....	\$ 172,317,000	\$ 204,852,500	\$ 218,968,700
Total sales .....	\$ 650,631,000	\$ 842,336,000	\$ 918,744,000
% chain sales to total ..	26.5	24.3	23.8

(2) Revised.

(3) Preliminary.

Table 4. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1944 & 1945 - (Concluded)

	1941	1944 <sup>(2)</sup>	1945 <sup>(3)</sup>
Men's and boys' clothing and furnishings			
Number of chains .....	18	12	12
Number of stores .....	147	117	116
Chain sales .....	\$ 9,499,000	\$ 10,377,000	\$ 11,219,000
Total sales .....	\$ 79,873,000	\$102,814,000	\$112,711,000
% chain sales to total ..	11.9	10.1	10.0
Women's apparel and accessories stores			
Number of chains .....	38	32	33
Number of stores .....	318	293	301
Chain sales .....	\$ 12,438,000	\$ 16,607,700	\$ 19,456,400
Total sales .....	\$ 97,522,000	\$136,253,000	\$147,766,000
% chain sales to total ..	12.8	12.2	13.2
Shoe stores			
Number of chains .....	35	29	30
Number of stores .....	452	432	461
Chain sales .....	\$ 16,313,000	\$ 20,663,900	\$ 23,744,500
Total sales .....	\$ 44,037,000	\$ 59,631,000	\$ 66,430,000
% chain sales to total ..	37.0	34.7	35.7
Drug stores			
Number of chains .....	35	29	27
Number of stores .....	361	323	309
Chain sales .....	\$ 18,850,000	\$ 23,004,500	\$ 24,126,300
Total sales .....	\$101,027,000	\$139,104,000	\$149,928,000
% chain sales to total ..	18.7	16.5	16.1

(2) Revised.

(3) Preliminary.









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**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES STATISTICS**

**OTTAWA, CANADA**



*Summary*  
**RETAIL TRADE**

**IN CANADA**

Government  
Publications

**1946**

**AND**

**PRELIMINARY SALES**

**ESTIMATES FOR**

**1947**







DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES STATISTICS  
OTTAWA, CANADA

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RETAIL TRADE IN CANADA

1946 Sales Estimates

Canada's retail trade in 1946 has been computed at \$5,506,286,000. With most wartime restrictions on production and distribution removed, high employment, rising wages and other favourable economic factors, retail sales in 1946 topped the 1945 figure of \$4,595,667,000 by almost \$1 billions. In terms of percentage gains, sales in 1946 were 20% above those for 1945 and 60% higher than in the last Census year, 1941.

It is too early, at the time this report is being released, to give an accurate estimate of the dollar volume of retail sales in 1947. However, the table on Page 3 gives preliminary estimates of 1947 dollar volume for 14 retail trades based on the Bureau's monthly index series. The cumulative index for 1947 stood 10.7% higher than the average for 1946. Due to the omission of certain important sectors of the retail trade, particularly the automotive group, this figure is probably an understatement of the actual increase. Other evidence has indicated that in 1947 sales of the automotive group, comprising motor vehicle dealers, filling stations, garages and automotive tire and accessory stores of various types, were well above the average of the monthly index based on 14 trades. In fact, new motor vehicle sales alone were about twice as great in 1947 as in 1946, and these constituted \$193,329,000 out of the automotive total of \$720,064,000 in 1946. On the basis of material presently at hand, it is evident that retail sales in 1947 reached a point somewhere in the vicinity of \$6,250,000,000.

Food Stores:--Sales of food stores in 1946 amounted to \$1,230,492,000, 11% more than the 1945 figure and 57% above 1941. Grocery, combination and meat markets constitute the major portion of this group and the 13% increase for these, when applied to the 1946 food group total, indicates that 1947 sales for this group were about \$1,390,500,000.

General Merchandise Stores:--The General Merchandise Group is an important one in the retail field, and sales for stores falling under that heading were estimated to be \$849,095,000 in 1946, as compared with sales of \$722,804,000 in 1945. The two principal components of this group are

department stores (including mail order business) and variety stores. It is the former of these two classifications which has lately shown the greatest relative expansion. Department store sales rose by almost \$100 millions between 1945 and 1946--from \$516 millions in 1945 to \$614 millions in 1946--a percentage gain of 19%. A further gain of 15% occurred in 1947, bringing the dollar estimates for the latter year to \$708 millions. Variety store increases were less prominent, amounting to 12% in 1946 and 10% in 1947.

Country general stores, though shown as a separate group because they reflect to some extent the trend in rural purchasing as distinct from the urban characteristics of most other trades, should properly be considered when dealing with the General Merchandise Group. The relative level of sales for these stores remains above that of the other types in the group, sales being 84% higher in 1946 than in 1941. However, the rate of sales expansion in these stores has diminished in the last two years, amounting to 11% in 1946 and 9% in 1947.

Automotive Group:--Sales of automotive stores of all kinds made up over 17% of the total retail volume in 1941, but with dwindling supplies and rationing of gasoline in the war period this proportion dropped to 8% in 1943--its lowest point. In the three succeeding years the percentages were 8.5%, 9% and 13%. In 1946, sales of automotive establishments at retail reached \$720 millions, which was 70% above the 1945 figure. In 1947, the main influence in the group will be sales of new motor vehicles which amounted to \$402,306,700 for 223,145 vehicles of both commercial and passenger types. Comparable 1946\* figures indicate the value of new motor vehicles sold at \$193,329,005 for 120,044 vehicles.

Other Significant Changes Reviewed:--Reference has already been made to the factors which accounted for a substantial rise in sales of the Building Materials Group, in which sales advanced from \$281,418,000 in 1945 to \$367,659,000 in 1946. Hardware store sales are included in these totals.

Sales of fuel and ice dealers declined from \$126,819,000 in 1945 to \$124,661,000 in 1946. This falling off in sales is partially explained by the conversion of many homes to oil heating. The figures do not include sales of fuel oil directly from oil companies or from general fuel dealers, but are based on actual volume of domestically-consumed solid fuels at prevailing prices.

An outstanding feature of 1946 trading was the marked increase in business done by stores in the Furniture-Household-Radio Group. Household durable goods were in strong consumer demand throughout 1946, and activity in the appliances and radio stores was particularly noteworthy. Group sales as a whole increased almost 50% between 1945 and 1946--from \$123,520,000 to \$182,242,000.

The Apparel Group increase was steady, if unspectacular, as sales moved up 13% in 1946. Shoe stores experienced the smallest among the increases for individual trades, with a gain of only 6%.

Figures are given in the enclosed tables for a number of other groups and trades, but on the whole the increases were consistent with



one another and in line with the average upward direction of consumer buying. One or two further references will serve to complete the general picture. Restaurant sales in 1946 managed only a slight increase over 1945, and their increase in 1947 was also very moderate. Jewellery stores were the first to experience a reversal of trend, sales falling off by 8% in 1947 compared with 1946, although 1946 volume was above 1945. The jewellery store figures quoted in this report include the Federal Tax of 25% on certain kinds of merchandise. Not all sales in jewellery stores are subject to the 25% tax levy. Although sales of \$72,885,000 shown for this trade in 1946 amount to an increase of 90% over their 1941 sales, it is estimated that about 14% or 15% of this figure represents tax collected on the special merchandise items.

### Provincial Trends

All parts of the country shared in the upward surge of sales in 1946. There was also a remarkable degree of uniformity in the provincial increases and, apart from a 24% gain in Manitoba, sales in all other parts of the country gained from 17% to 21% in 1946 over 1945.

### Chain Store Sales

In 1946, chain store sales made up almost 19% of the estimated total of retail sales. This proportion was slightly down from 1945 and almost identical with the 1941 percentage. In dollars chain sales amounted to \$1,022,420,000 for 428 companies operating 6,823 stores. Included in these chain figures are all retail organizations operating four or more retail outlets, excluding department stores. Tables 5 and 6 of this report give summary results, by trades and regions, illustrating the part played by chain stores in the distribution of consumer goods in Canada. Separate reports on chain store sales in Canada are available from the Dominion Bureau of Statistics.

### Retail Sales Estimates, 1946 and 1947, for Selected Trades

Kind of Business	Sales, 1946 (Estimated)	% Change, 1947/1946	Sales, 1947 (Preliminary)
	(\$'000)		(\$'000)
<b>FOOD GROUP</b>			
Food Stores .....	1,018,232	+12.6	1,146,529
Restaurants .....	222,885	+ 0.9	224,891
<b>GENERAL MERCHANDISE GROUP</b>			
Country General Stores .....	395,214	+ 9.2	431,574
Department Stores .....	613,611	+15.4	708,107
Variety Stores .....	124,897	+ 9.6	136,887
<b>CLOTHING GROUP</b>			
Family Clothing Stores .....	126,579	+ 8.5	137,338
Men's Clothing Stores .....	129,409	+ 9.5	141,703
Women's Clothing Stores .....	164,093	+ 7.2	175,908
Shoe Stores .....	70,621	+ 6.5	75,211
<b>HOUSEHOLD &amp; PERSONAL EFFECTS GROUP</b>			
Drug Stores .....	166,564	+ 4.4	173,893
Furniture Stores .....	100,473	+13.3	113,836
Hardware Stores .....	141,931	+10.0	156,124
Jewellery Stores .....	72,885	- 8.0	67,054
Radio and Electrical Stores .....	68,981	+32.4	91,331

Table 1. CANADA - Retail Store Sales by Kind-of-Business Groups and for Selected Kinds of Business, 1941-1946  
(Group totals may include classifications for which separate figures are not shown)

Group and Kind of Business	1941		Estimated Retail Sales					
	(Census Results)							
	No. Stores	Sales	1942	1943	1944	1945	1946	
Total, All Stores .....	137,331	3,440,901,700	3,649,041	3,785,840	4,123,151	4,595,667	5,506,286	
Food Group .....	48,468	786,247,300	905,007	950,332	1,017,541	1,110,314	1,230,492	
Grocery, combination and meat markets	32,778	650,630,700	748,612	786,311	842,336	918,744	1,018,232	
Country General Stores .....	11,917	214,747,800	253,379	289,583	321,308	354,684	395,214	
General Merchandise Group .....	3,794	525,971,000	593,903	602,204	654,954	722,804	849,095	
Department stores .....	504	377,806,100	421,964	423,618	464,880	516,141	613,611	
Variety stores .....	1,085	85,177,000	98,031	98,018	102,857	111,573	124,897	
Automotive Group .....	16,867	594,719,500	364,331	311,330	351,942	424,301	720,064	
Apparel Group .....	12,601	295,211,600	354,429	372,509	397,458	435,894	490,702	
Men's and boys' clothing and furnishings stores .....	3,485	79,873,300	95,050	96,311	102,814	112,711	129,409	
Family clothing stores .....	1,934	73,778,900	87,114	93,498	98,760	108,987	126,579	
Women's apparel & accessories stores	5,508	97,522,100	118,893	126,583	136,253	147,766	164,093	
Shoe stores .....	1,674	44,037,300	53,372	56,117	59,631	66,430	70,621	
Building Materials Group .....	5,801	174,203,400	197,405	209,967	247,723	281,418	367,659	
Furniture-Household-Radio Group .....	3,498	118,356,900	114,692	101,334	107,066	123,520	182,242	
Furniture stores .....	1,387	64,057,000	64,412	59,909	65,766	74,500	100,473	
Household appliance or radio dealers	1,648	45,894,600	42,189	34,407	33,965	40,487	68,981	
Restaurants .....	8,821	131,181,000	157,008	189,056	202,463	210,455	222,685	
Other Retail Stores								
(including second-hand) .....	25,564	600,263,200	708,887	759,525	822,706	932,267	1,047,933	
Coal and wood yards (ice dealers) ..	3,319	102,796,500	120,619	133,177	122,765	126,819	124,661	
Drug stores .....	3,956	101,027,400	115,958	128,741	139,104	149,928	166,564	
Jewellery stores .....	1,692	38,453,800	43,034	49,067	56,228	64,850	72,885	
Government liquor stores .....	618	112,834,600	146,465	153,104	165,677	221,157	258,973	

(1) Revised.

Table 2. CANADA - Annual Indexes<sup>(1)</sup> of Retail Sales for Selected Kinds of Business  
(1941=100)

Kind of Business	1941	1942	1943	1944	(1) 1945	1946
Total, All Stores .....	100.0	106.0	110.0	119.8	133.6	160.0
Food Group .....	100.0	115.1	120.9	129.5	141.2	156.5
Grocery, combination & meat markets	100.0	115.1	120.9	129.5	141.2	156.5
Country General Stores .....	100.0	118.0	134.8	149.6	165.2	184.0
General Merchandise Group .....	100.0	112.9	114.5	124.5	137.4	161.4
Department stores .....	100.0	111.7	112.1	123.0	136.6	162.4
Variety stores .....	100.0	115.1	115.1	120.8	131.0	146.6
Automotive Group .....	100.0	61.3	52.3	59.2	71.3	121.1
Apparel Group .....	100.0	120.1	126.2	134.6	147.7	168.2
Men's and boys' clothing and furnishings stores .....	100.0	119.0	120.6	128.7	141.1	162.0
Family clothing stores .....	100.0	118.1	126.7	133.9	147.7	171.6
Women's apparel & accessories stores	100.0	121.8	129.8	139.7	161.6	188.7
Shoe stores .....	100.0	121.2	127.4	135.4	150.8	160.4
Building Materials Group .....	100.0	113.3	120.5	142.2	161.5	211.1
Furniture-Household-Radio Group ....	100.0	96.9	85.6	90.5	104.4	154.0
Furniture stores .....	100.0	100.6	98.5	102.7	116.3	156.8
Household appliance or radio dealers .....	100.0	91.9	78.0	74.0	88.2	150.3
Restaurants .....	100.0	119.7	144.1	154.3	160.4	169.9
Other Retail Stores (including second-hand) .....	100.0	118.1	126.5	137.1	155.3	174.6
Coal and wood yards (ice dealers) .	100.0	117.3	129.6	119.4	123.4	121.3
Drug stores .....	100.0	114.8	127.4	137.7	148.4	161.9
Jewellery stores .....	100.0	111.9	127.6	146.2	168.6	189.5
Government liquor stores .....	100.0	129.8	135.7	146.8	196.0	229.6

(1) Indexes appearing in this table and elsewhere in this bulletin were derived from the dollar sales series and therefore, do not make allowance for price changes.



Table 3. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1946  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

Province and Kind-of-Business Group	1941		Estimated Retail Sales				
	Census Results		1942 (\$'000)	1943 (\$'000)	1944 (\$'000)	1945 (1) (\$'000)	1946 (\$'000)
	No. Stores	Sales \$					
<u>MARITIME PROVINCES</u>							
Total, All Stores .....	12,641	282,812,300	303,949	324,708	359,566	394,297	464,157
Food group .....	5,832	65,860,700	77,254	83,709	89,966	96,354	104,785
Country general stores .....	1,566	26,775,600	31,676	38,691	44,126	48,276	54,677
General merchandise group .....	405	48,462,200	55,392	58,381	64,549	69,598	76,982
Automotive group .....	1,216	46,213,000	26,312	22,379	26,874	33,616	58,898
Apparel group .....	857	23,828,700	28,689	32,191	34,946	38,503	40,701
Building materials group .....	274	10,621,800	11,604	11,888	14,241	16,401	20,380
Furniture-household-radio group .....	210	6,590,100	6,931	6,789	7,533	8,532	12,191
Restaurants .....	750	7,880,900	9,504	10,560	10,947	11,199	11,246
Other retail stores .....	1,531	46,773,300	56,587	60,120	66,384	71,818	84,297
Total, All Stores .....	39,712	818,671,100	896,425	931,388	1,001,963	1,121,145	1,315,485
<u>QUEBEC</u>							
Food group .....	17,969	240,481,900	283,287	301,564	315,512	348,699	380,202
Country general stores .....	2,943	49,290,600	59,642	67,824	75,316	84,040	90,695
General merchandise group .....	1,558	104,145,900	122,116	124,840	135,238	150,904	180,048
Automotive group .....	2,986	113,069,200	69,424	59,927	70,103	89,551	146,764
Apparel group .....	4,164	85,743,800	103,831	104,909	109,092	116,795	133,283
Building materials group .....	1,000	32,844,800	35,782	34,968	41,406	48,800	61,641
Furniture-household-radio group .....	928	34,346,400	33,416	29,551	31,744	36,585	51,930
Restaurants .....	1,677	28,542,100	32,652	37,733	40,844	44,697	48,150
Other retail stores .....	6,487	130,206,400	156,275	170,072	182,708	201,074	222,772

(1) Revised.

Table 3. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1946 (Continued)  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

Province and Kind-of-Business Group	1941		Estimated Retail Sales				
	Census No. Stores	Sales \$	1942 (\$000)	1943 (\$000)	1944 (\$000)	(1) 1945 (\$000)	1946 (\$000)
<u>ONTARIO</u>							
Total, All Stores .....	47,055	1,406,976,700	1,441,915	1,449,638	1,558,510	1,742,409	2,113,916
Food group .....	14,019	314,628,700	352,699	360,565	389,510	420,344	470,054
Country general stores .....	2,350	44,274,600	50,960	55,388	58,133	64,597	73,054
General merchandise group .....	1,252	206,533,300	227,015	222,481	236,871	264,339	312,422
Automotive group .....	7,119	266,443,700	159,600	126,827	140,149	163,064	299,483
Apparel group .....	5,068	125,663,300	146,892	151,049	161,884	181,360	204,868
Building materials group .....	2,026	70,020,400	75,325	73,425	85,743	103,327	134,510
Furniture-household-radio group .....	1,515	52,836,100	49,500	41,454	42,272	49,497	74,992
Restaurants .....	3,663	54,372,500	65,193	79,003	85,963	86,887	90,585
Other retail stores .....	10,043	272,204,100	314,731	339,446	357,985	408,994	453,948
<u>MANITOBA</u>							
Total, All Stores .....	7,219	210,833,400	225,368	239,403	264,982	292,735	362,189
Food group .....	2,248	33,804,200	38,063	40,464	43,506	48,002	54,864
Country general stores .....	1,000	16,997,900	20,499	23,372	24,919	26,024	29,424
General merchandise group .....	111	61,209,000	66,923	68,116	76,878	84,258	99,788
Automotive group .....	1,062	30,639,900	19,732	18,231	20,927	24,543	37,166
Apparel group .....	457	11,224,500	13,013	14,217	15,799	17,488	20,070
Building materials group .....	356	11,831,600	14,834	18,376	21,299	22,244	38,501
Furniture-household-radio group .....	130	4,290,800	4,353	4,214	4,761	5,482	8,655
Restaurants .....	506	7,991,500	8,950	10,972	11,939	12,858	14,274
Other retail stores .....	1,349	32,844,000	39,001	41,441	44,954	51,836	59,447

(1) Revised.

Table 3. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1946 (Continued)  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

Province and Kind-of-Business Group	1941		Estimated Retail Sales				
	Census No. Stores	Sales \$	1942 (\$'000)	1943 (\$'000)	1944 (\$'000)	(1) 1945 (\$'000)	1946 (\$'000)
<b>SASKATCHEWAN</b>							
Total, All Stores .....	10,088	186,885,800	195,495	213,311	248,031	277,466	328,254
Food group .....	2,244	26,503,400	29,312	33,181	37,607	41,370	44,894
Country general stores .....	1,929	32,683,600	38,574	44,392	50,767	56,815	62,438
General merchandise group .....	126	21,649,000	25,086	25,866	30,246	32,642	37,537
Automotive group .....	1,619	37,138,300	24,028	22,320	25,105	31,493	47,648
Apparel group .....	367	10,998,800	13,247	15,605	17,805	18,734	21,152
Building materials group .....	982	16,836,700	20,843	25,997	32,206	33,673	41,596
Furniture-household-radio group .....	159	2,877,200	2,726	2,720	3,188	3,487	4,691
Restaurants .....	523	6,847,300	8,347	10,086	11,188	11,784	12,455
Other retail stores .....	2,139	30,345,500	33,332	33,144	39,949	47,468	55,843
<b>ALBERTA</b>							
Total, All Stores .....	9,222	221,071,400	238,726	263,990	292,622	321,250	333,806
Food group .....	2,329	35,312,500	42,128	46,224	50,391	54,310	60,668
Country general stores .....	1,877	27,217,100	32,171	37,206	42,159	45,616	51,603
General merchandise group .....	135	29,329,900	34,003	38,252	41,010	44,081	52,011
Automotive group .....	1,497	46,618,200	32,027	30,861	34,497	41,210	61,909
Apparel group .....	540	13,270,900	16,176	19,776	20,943	22,196	24,938
Building materials group .....	693	18,029,200	21,660	25,505	29,370	31,155	37,508
Furniture-household-radio group .....	189	5,914,700	6,084	5,952	6,234	6,876	10,451
Restaurants .....	733	10,448,800	12,382	15,642	15,830	16,102	17,617
Other retail stores .....	1,729	34,330,100	42,095	44,572	52,138	59,704	67,101

1) Revised.



Table 3. - Retail Store Sales for Kind-of-Business Groups, by Provinces, 1941-1946 (Concluded)  
(Figures for 1941 are from the Census. Figures for subsequent years are estimates)

Province and Kind-of-Business Group	1941		Estimated Retail Sales				
	Census Results						
	Stores	Sales	1942	1943	1944	(1) 1945	1946
		\$	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)
<b>BRITISH COLUMBIA</b>							
Total, All Stores .....	11,583	209,572,600	341,586	355,788	397,594	438,838	529,213
Food group .....	2,913	69,472,280	82,047	84,339	93,510	100,943	114,686
Country general stores .....	723	16,257,400	19,113	20,320	23,766	26,800	33,476
General merchandise group .....	206	53,545,307	63,757	64,126	70,833	76,838	90,137
Automotive group .....	1,366	53,939,600	83,173	30,746	34,252	40,778	68,126
Apparel group .....	1,143	25,254,700	30,549	34,716	36,980	40,773	45,639
Building materials group .....	467	13,969,500	17,296	19,731	23,387	25,733	33,416
Furniture-household-radio group ..	367	11,501,600	11,682	10,654	11,384	13,061	19,333
Restaurants .....	962	15,000,300	19,860	24,885	25,606	26,776	28,380
Other retail stores .....	2,196	50,831,500	63,609	66,262	74,432	87,136	99,010

(1) Revised.

Table 4. - Annual Indexes of Retail Sales for Selected Kinds of Business,  
By Provinces  
(1941=100)

Province and Kind-of-Business Group	1941	1942	1943	1944	(1) 1945	1946
<u>MARITIME PROVINCES</u>						
Total, All Stores .....	100.0	107.5	114.8	127.1	139.4	164.1
Food group .....	100.0	117.3	127.1	136.6	146.3	159.1
Country general stores .....	100.0	118.3	144.5	164.8	178.1	204.2
General merchandise group .....	100.0	114.3	120.5	133.2	143.6	158.9
Automotive group .....	100.0	56.2	47.8	57.4	71.8	125.8
Apparel group .....	100.0	124.6	139.8	151.7	167.2	176.7
Building materials group .....	100.0	109.2	111.9	134.1	154.4	191.9
Furniture-household-radio group ....	100.0	105.2	103.0	114.3	129.5	185.0
Restaurants .....	100.0	120.6	134.0	138.9	142.1	142.7
Other retail stores .....	100.0	121.0	128.5	141.9	153.5	180.2
<u>QUEBEC</u>						
Total, All Stores .....	100.0	109.5	113.8	122.4	136.9	160.7
Food group .....	100.0	117.8	125.4	131.2	145.0	158.1
Country general stores .....	100.0	121.0	137.6	152.8	161.7	184.0
General merchandise group .....	100.0	117.3	119.9	129.9	144.9	172.9
Automotive group .....	100.0	61.4	53.0	62.0	79.2	129.8
Apparel group .....	100.0	121.1	122.4	127.2	136.2	155.4
Building materials group .....	100.0	108.9	106.5	126.1	148.6	187.7
Furniture-household-radio group ....	100.0	97.3	86.0	92.4	106.5	151.2
Restaurants .....	100.0	114.4	132.2	143.1	156.6	168.7
Other retail stores .....	100.0	120.0	130.6	140.3	154.4	171.1
<u>ONTARIO</u>						
Total, All Stores .....	100.0	102.5	103.0	110.8	123.8	150.2
Food group .....	100.0	112.1	114.6	123.8	133.6	149.4
Country general stores .....	100.0	115.1	125.1	131.3	143.1	165.0
General merchandise group .....	100.0	109.9	107.7	114.7	128.0	151.3
Automotive group .....	100.0	59.9	47.6	52.6	61.2	112.4
Apparel group .....	100.0	116.9	120.2	128.8	144.3	163.0
Building materials group .....	100.0	107.6	104.9	122.5	147.6	192.1
Furniture-household-radio group ....	100.0	93.7	78.5	80.0	93.7	141.9
Restaurants .....	100.0	119.9	145.3	158.1	159.8	166.6
Other retail stores .....	100.0	115.6	124.7	131.6	150.3	166.8
<u>MANITOBA</u>						
Total, All Stores .....	100.0	106.9	113.6	125.7	138.8	171.8
Food group .....	100.0	112.6	119.7	128.7	142.0	162.3
Country general stores .....	100.0	120.6	137.5	146.6	150.9	173.1
General merchandise group .....	100.0	109.3	111.3	125.6	137.7	163.0
Automotive group .....	100.0	64.4	59.5	68.3	80.1	121.3
Apparel group .....	100.0	115.9	126.7	140.8	155.8	178.8
Building materials group .....	100.0	125.4	155.3	180.0	188.0	325.4
Furniture-household-radio group ....	100.0	101.4	98.2	111.0	127.8	201.7
Restaurants .....	100.0	112.0	137.3	149.4	160.9	178.6
Other retail stores .....	100.0	118.7	126.2	136.9	157.8	181.0

(1) Revised.

Table 4. - Annual Indexes of Retail Sales for Selected Kinds of Business,  
By Provinces (Concluded)  
(1941=100)

Province and Kind-of-Business Group	1941	1942	1943	1944	(1) 1945	1946
<u>SASKATCHEWAN</u>						
Total, All Stores .....	100.0	104.6	114.1	132.7	148.5	175.6
Food group .....	100.0	110.6	125.2	141.9	156.1	169.4
Country general stores .....	100.0	118.0	135.8	155.3	159.3	191.0
General merchandise group .....	100.0	110.8	114.2	133.5	144.1	165.7
Automotive group .....	100.0	84.7	60.1	67.6	84.8	128.3
Apparel group .....	100.0	120.4	141.9	161.9	170.3	192.3
Building materials group .....	100.0	123.8	154.4	191.3	200.0	247.1
Furniture-household-radio group ....	100.0	94.7	94.5	109.8	121.2	163.1
Restaurants .....	100.0	121.9	147.3	163.4	172.1	181.9
Other retail stores .....	100.0	109.8	109.2	131.6	156.4	184.0
<u>ALBERTA</u>						
Total, All Stores .....	100.0	108.0	119.4	132.4	145.3	173.6
Food group .....	100.0	119.3	130.9	142.7	153.8	171.8
Country general stores .....	100.0	118.2	136.7	154.9	162.5	189.6
General merchandise group .....	100.0	115.9	130.4	139.8	150.3	177.3
Automotive group .....	100.0	68.7	66.2	74.0	88.4	132.8
Apparel group .....	100.0	121.9	149.0	157.8	167.3	187.9
Building materials group .....	100.0	120.1	141.5	162.9	172.8	208.0
Furniture-household-radio group ....	100.0	102.9	100.6	105.4	116.3	176.7
Restaurants .....	100.0	118.5	149.7	151.5	154.1	168.6
Other retail stores .....	100.0	120.5	127.6	149.4	170.9	192.1
<u>BRITISH COLUMBIA</u>						
Total, All Stores .....	100.0	110.3	114.9	126.2	141.8	170.9
Food group .....	100.0	118.1	121.4	130.7	145.3	165.1
Country general stores .....	100.0	112.8	126.6	148.0	163.2	189.8
General merchandise group .....	100.0	118.1	119.8	130.8	143.5	168.3
Automotive group .....	100.0	61.5	57.0	63.5	75.6	126.3
Apparel group .....	100.0	128.9	137.5	146.3	161.4	180.7
Building materials group .....	100.0	123.8	141.2	167.4	184.2	239.2
Furniture-household-radio group ....	100.0	101.6	92.6	98.7	113.6	168.1
Restaurants .....	100.0	132.4	165.9	170.7	178.5	189.2
Other retail stores .....	100.0	125.1	130.4	146.4	171.4	194.8

(1) Revised.



Table 5. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941, 1945 & 1946

Province and Item	1941	1945 <sup>(2)</sup>	1946 <sup>(3)</sup>
<b>CANADA</b> <sup>(1)</sup>			
Number of chains .....	533	435	428
Number of stores .....	8,014	6,783	6,823
Average sales per store .. \$	80,201	129,938	149,849
Chain sales .....	\$ 642,732,000	881,368,000	1,022,419,800
Total sales .....	\$ 3,440,902,000	4,591,885,000	5,506,286,000
% chain sales to total ..	18.7	19.2	18.6
<b>MARITIME PROVINCES</b>			
Number of chains .....	75	68	66
Number of stores .....	560	475	469
Average sales per store .. \$	94,309	154,136	183,337
Chain sales .....	\$ 53,093,000	73,214,600	88,329,900
Total sales .....	\$ 282,812,000	394,297,000	464,157,000
% chain sales to total ..	18.8	18.6	19.0
<b>QUEBEC</b>			
Number of chains .....	165	142	142
Number of stores .....	1,443	1,232	1,218
Average sales per store .. \$	91,701	142,729	168,260
Chain sales .....	\$ 132,325,000	175,842,000	204,940,300
Total sales .....	\$ 818,671,000	1,117,363,000	1,315,485,000
% chain sales to total ..	16.2	15.7	15.6
<b>ONTARIO</b>			
Number of chains .....	284	230	226
Number of stores .....	3,389	2,860	2,874
Average sales per store .. \$	87,289	134,697	152,859
Chain sales .....	\$ 295,823,000	368,233,800	420,315,900
Total sales .....	\$ 1,406,977,000	1,742,408,000	2,113,916,000
% chain sales to total ..	21.0	22.1	20.8
<b>MANITOBA</b>			
Number of chains .....	69	64	63
Number of stores .....	335	280	291
Average sales per store .. \$	81,904	152,894	172,187
Chain sales .....	\$ 27,438,000	42,810,400	50,106,300
Total sales .....	\$ 210,833,000	292,736,000	362,189,000
% chain sales to total ..	13.0	14.6	13.8
<b>SASKATCHEWAN</b>			
Number of chains .....	78	63	68
Number of stores .....	882	692	688
Average sales per store .. \$	36,875	72,249	87,139
Chain sales .....	\$ 32,524,000	49,996,200	59,951,700
Total sales .....	\$ 186,886,000	277,466,000	328,254,000
% chain sales to total ..	17.4	18.0	18.3

(1) Includes Yukon and Northwest Territories.

(2) Revised.

(3) Preliminary.

Table 5. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Provinces, 1941, 1945 & 1946 (Concluded)

Province and Item	1941	1945 <sup>(2)</sup>	1946 <sup>(3)</sup>
<b>ALBERTA</b>			
Number of chains .....	89	74	70
Number of stores .....	578	510	518
Average sales per store . \$	62,476	115,377	126,892
Chain sales .....	\$ 36,111,000	58,842,500	65,729,900
Total sales .....	\$ 221,071,000	321,250,000	383,806,000
% chain sales to total ..	16.3	18.3	17.1
<b>BRITISH COLUMBIA</b>			
Number of chains .....	91	82	85
Number of stores .....	765	678	711
Average sales per store . \$	83,562	136,210	154,485
Chain sales .....	\$ 63,925,000	92,350,700	109,838,800
Total sales .....	\$ 309,573,000	438,838,000	529,213,000
% chain sales to total ..	20.6	21.0	20.8

Table 6. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1945 & 1946

Kind of Business and Item	1941	1945 <sup>(2)</sup>	1946 <sup>(3)</sup>
<b>All Chains</b>			
Number of chains .....	533	435	428
Number of stores .....	8,014	6,783	6,823
Average sales per store . \$	80,201	129,938	149,849
Chain sales .....	\$ 642,732,000	881,368,000	1,022,419,800
Total sales .....	\$ 3,440,902,000	4,591,885,000	5,506,286,000
% chain sales to total ..	18.7	19.2	18.6
<b>Grocery and Combination Stores and Meat Markets</b>			
Number of chains .....	79	66	65
Number of stores .....	1,707	1,325	1,289
Average sales per store . \$	103,929	166,253	190,286
Chain sales .....	\$ 177,406,000	220,285,300	245,278,100
Total sales .....	\$ 650,631,000	918,744,000	1,018,232,000
% chain sales to total ..	27.3	24.0	24.1

(2) Revised.

(3) Preliminary.

Table 6. - Number of Chains, Chain Stores, Chain Sales, Estimated Total Sales and Percentage of Chain Store Sales to Total Sales, by Kinds of Business, 1941, 1945 & 1946 (Concluded)

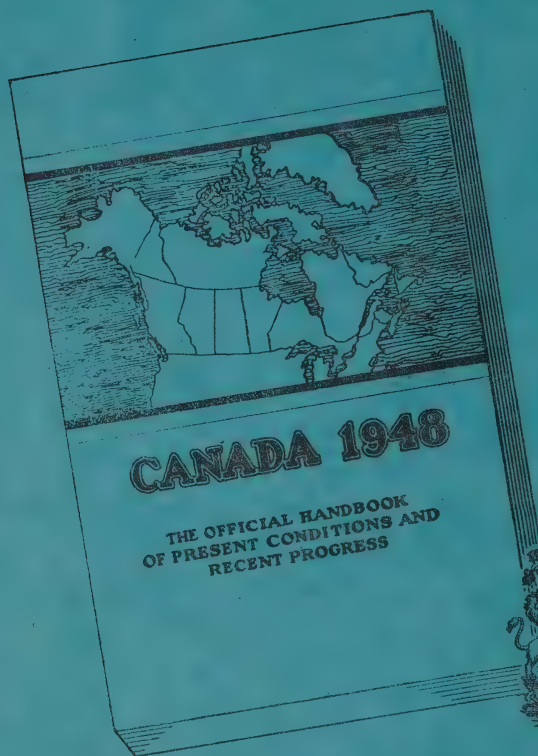
Kind of Business and Item	1941	1945 <sup>(2)</sup>	1946 <sup>(3)</sup>
<u>Men's and Boys' Clothing and Furnishings</u>			
Number of chains .....	18	12	12
Number of stores .....	147	116	115
Average sales per store .	\$ 64,619	96,716	113,361
Chain sales .....	\$ 9,499,000	11,219,000	13,036,500
Total sales .....	\$ 79,873,000	112,711,000	129,409,000
% chain sales to total ..	11.9	10.0	10.1
<u>Women's Apparel and Accessories Stores</u>			
Number of chains .....	38	33	35
Number of stores .....	318	301	325
Average sales per store .	\$ 39,113	64,639	71,003
Chain sales .....	\$ 12,438,000	19,456,400	23,076,000
Total sales .....	\$ 97,522,000	147,766,000	164,093,000
% chain sales to total ..	12.8	13.2	14.1
<u>Shoe Stores</u>			
Number of chains .....	35	30	30
Number of stores .....	452	461	481
Average sales per store .	\$ 36,091	51,507	54,276
Chain sales .....	\$ 16,313,000	23,744,500	26,106,900
Total sales .....	\$ 44,037,000	66,430,000	70,621,000
% chain sales to total ..	37.0	35.7	37.0
<u>Drug Stores</u>			
Number of chains .....	35	27	27
Number of stores .....	363	309	318
Average sales per store .	\$ 52,190	78,079	83,282
Chain sales .....	\$ 18,945,000	24,126,300	26,483,700
Total sales .....	\$ 101,027,000	149,928,000	166,564,000
% chain sales to total ..	18.8	16.1	15.9

(2) Revised.

(3) Preliminary.







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## HIGHLIGHTS OF NEW RETAIL SERIES ...—

- DOLLAR FIGURES REPLACE INDEXES
- 20 TRADES ANALYSED
- SEPARATE ESTIMATES FOR EACH OF PRAIRIES
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- SAMPLE ENLARGED AND REFINED
- SERIES IS ENTIRELY NEW

## IMPORTANT !!

SEE APPENDIX FOR — SUMMARY OF ESTIMATION METHODS

— DESCRIPTION OF TRADE CLASSIFICATIONS

— LIST OF ALLIED PUBLICATIONS



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## RETAIL TRADE

Canadians spent an estimated \$7,276,400,000 in the retail stores during 1948. This amount exceeded 1947 expenditures by 10.9% -- roughly \$713,500,000 -- and more than doubled the retail trade of 1941 when the last complete measurement of Canada's retail business was made. The foregoing estimations are based on the findings of a scientifically selected sample embracing all kinds of business and adequately representing all provinces.

The sample used in preparing these results consisted of a group of businesses which operated continuously from 1941 to 1948. If adjustment for the net change in the number of retail businesses were possible, it can be assumed that the estimates of sales for the last two years would be slightly larger than those quoted in this report. A study designed to bring about this further refinement will be completed during the course of the next year.

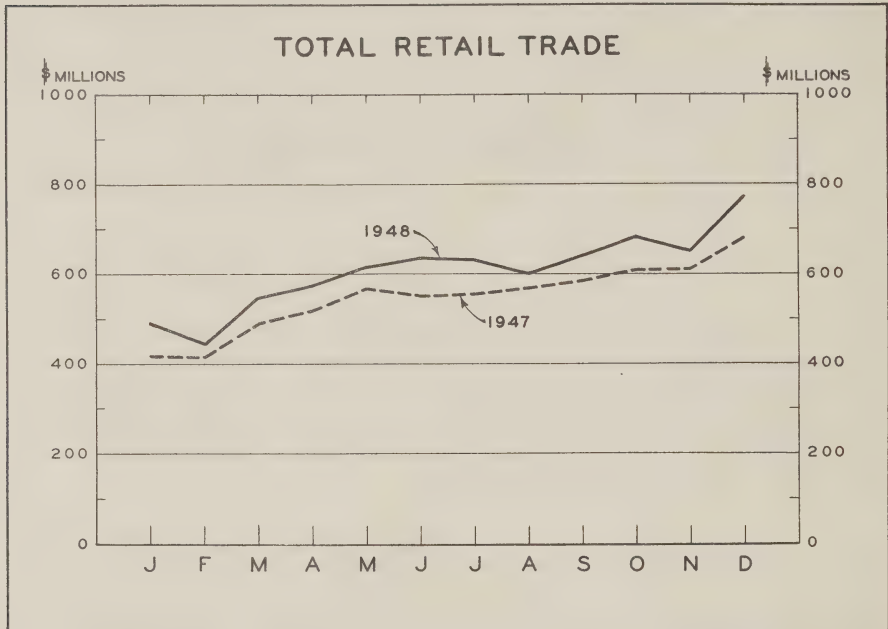
Currently, speculation is high concerning the prospects of further expansion in sales volume. At the close of 1948, no significant evidence of curtailment in consumer expenditures was evident. There were signs of weakness in some trades--notably establishments dealing in household durables, jewellery stores and restaurants--but demand remained very active for the more popular lines of merchandise handled by food, department, country general and apparel stores. Throughout 1948 there was wide fluctuation in percentage increases over 1947 on a monthly basis, gains ranging from 6% in August to a high of 18% in January. When the increases are grouped in series of four months, as in the table which follows, the moderate diminution in the rate of increase is not sufficient to support the view that "levelling off" had begun on any appreciable scale.



### Sales Increases in Four-month Series, 1948/1947

January to April . . . . +11.9%  
 May to August . . . . . +10.7%  
 September to December . . +10.3%

The following chart illustrates the seasonal pattern of sales in each of the last two years:



The effect of price changes on recent sales volumes must not be overlooked. The Bureau's index of retail prices includes items which do not bulk large in sales of retail stores, e.g. milk and bread distributed by manufacturing dairies and bakeries. Direct comparisons, which would accurately reveal whether the higher dollar volume of sales is chiefly a result of commodity price increases or a substantial rise in physical volume turnover, are not possible. Some general observations on the relationships can be expressed. The retail prices index rose 19% in 1948 over 1947. This would suggest that there was probably no increase--possibly a decrease--in physical turnover of consumers goods last year compared with 1947. It is possible to derive more comparable data from an analysis of two of the chief classes of consumer necessities, food and apparel. The changes in these staple lines between 1941 and 1948 are quoted in the following table.

Per Cent Increases in Sales and Prices of Food and Apparel

	<u>F O O D</u>		<u>A P P A R E L</u>	
	<u>Sales</u> %	<u>Prices</u> %	<u>Sales</u> %	<u>Prices</u> %
1947/1941	+87.5	+37.4	+94.5	+23.9
1948/1947	+12.9	+22.6	+ 9.4	+21.2

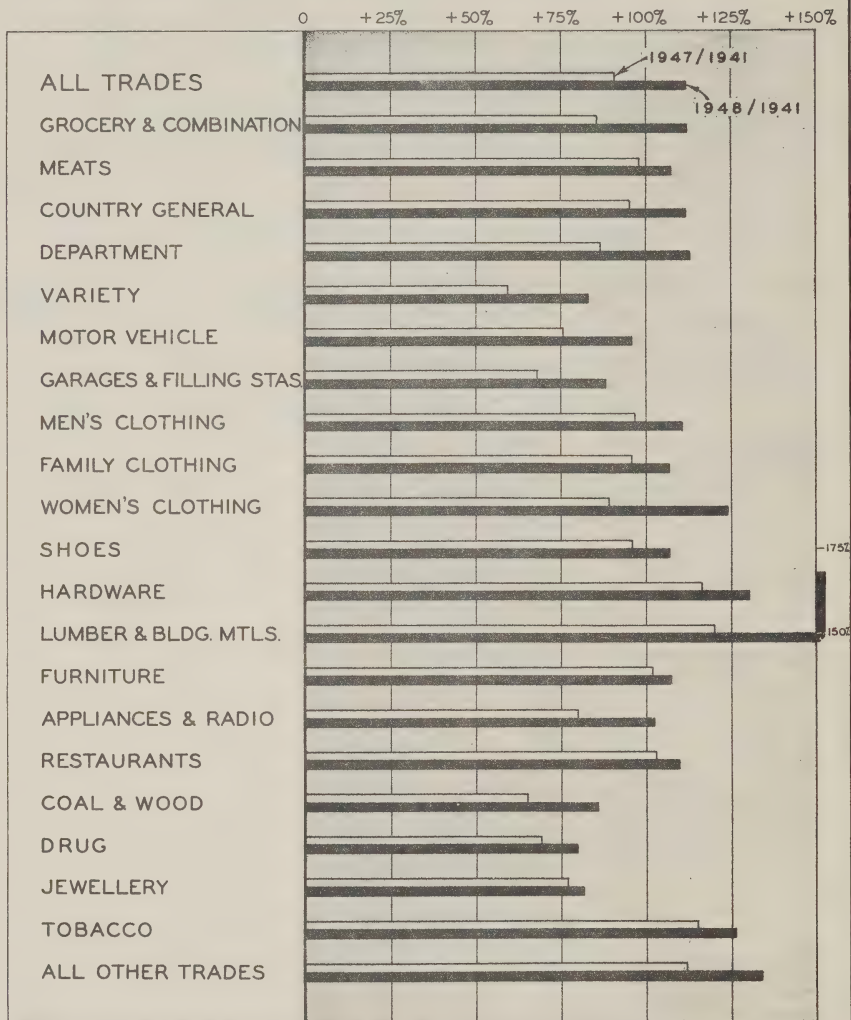
Among the 20 trades for which separate estimates are contained in the tables of this report, the prominence of the food stores, department stores and motor vehicle dealers is immediately apparent.

Major Trades Related to Total Volume, 1941, 1947 and 1948  
(hundreds of thousands of dollars)

Selected Trades	1941		1947		1948	
	Sales	% of Total	Sales	% of Total	Sales	% of Total
Retail Trade, Total .	3,436,8	100.0	6,562,9	100.0	7,276,4	100.0
Grocery & Combination Stores .....	567,3	16.5	1,055,5	16.1	1,204,6	16.5
Department Stores .....	377,8	11.0	706,8	10.8	804,6	11.1
Motor Vehicle Dealers ..	360,2	10.5	633,4	9.7	707,2	9.7
Country General Stores .	213,3	6.2	416,8	6.4	451,6	6.2
Garages & Filling Stations .....	205,1	6.0	344,2	5.2	386,3	5.3
All Other Trades .....	1,713,1	49.8	3,406,3	51.9	3,722,1	51.2

In total, the five largest trades in terms of dollar volume constituted 48.8% of the total retail trade in 1948; whereas these same trades accounted for 50.2% of the business in 1941. Investigation has cast some light on the moderate shift reflected here. It has been found that grocery and combination stores, department stores, and country general stores kept pace with the average trend and in 1948 have the same representation in the total sales volume as in 1941. All of the reduction can be attributed to the failure of the automotive trades to recover completely from a period of curtailed trading in the earlier years of the 1941-1948 span. Nevertheless, the automobile dealers were rapidly gaining ground until slowed down at the end of 1947. This interruption was due largely to the fact that there was little change in the Canadian output of new vehicles between 1947 and 1948, while there was also some slight effect as a result of import restrictions.

## % CHANGES IN RETAIL TRADE BY KINDS OF BUSINESS





Those trades which marked up the largest gains in 1948 over 1947 were: Lumber and Building Materials Dealers (22%); Women's Clothing Stores (19%); Variety Stores (15%); Grocery and Combination Stores (14%); and Department Stores (14%). The chart on Page 4 graphically depicts the extent to which the various trades have increased their sales volumes since 1941.

Some caution must be exercised in comparing data included in this publication with retail statistics published in the past. As a result of the improved methods by which the latest estimates have been prepared, they have been rendered incomparable with the previously published estimates for the period from 1942 to 1946. While estimates for the 1942-1946 period have not been compiled for all kinds of business, the sales pattern for a few of the larger trades is available. Therefore, until such time as an opportunity allows of recasting 1942-1946 information, the following analysis of three important segments of the retail field will be found helpful:

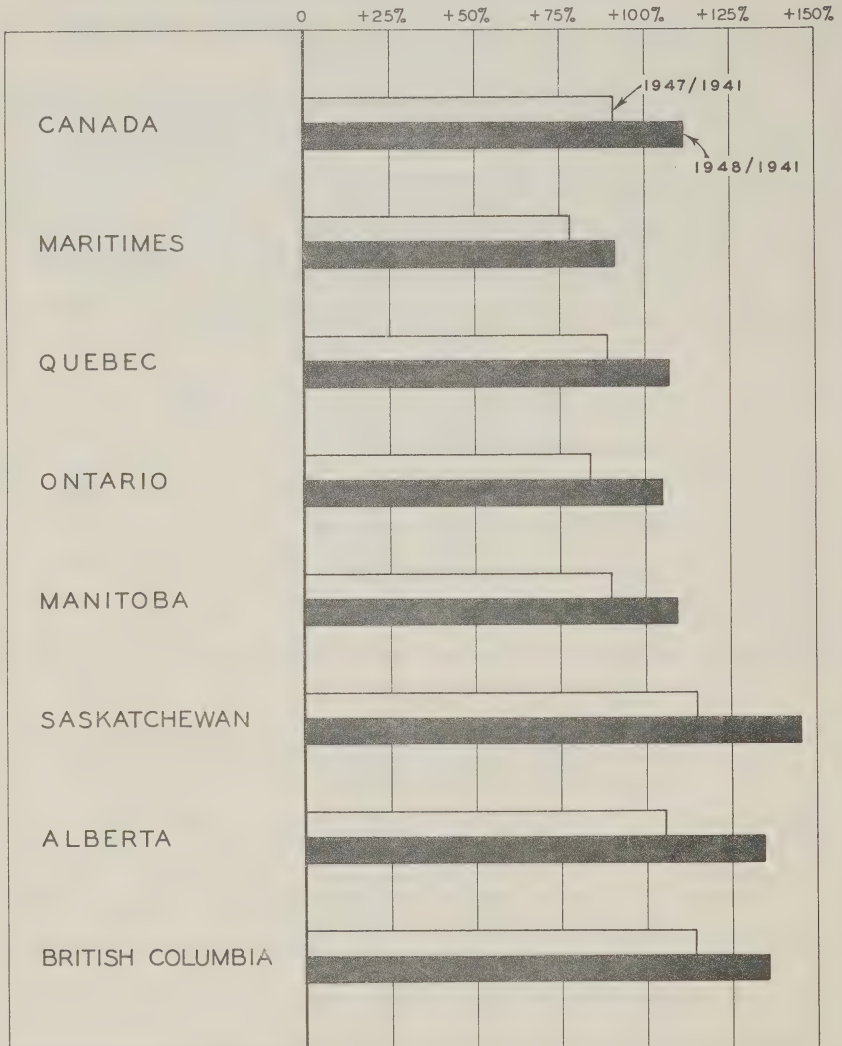
Sales in Selected Trades, 1941 - 1948  
(Millions of Dollars)

<u>Kind of Business</u>	<u>1941</u>	<u>1942</u>	<u>1943</u>	<u>1944</u>	<u>1945</u>	<u>1946</u>	<u>1947</u>	<u>1948</u>
Grocery, Combination and Meat Stores ....	647	752	793	853	936	1,042	1,214	1,371
Department Stores ....	378	422	424	465	516	614	707	805
Country General Stores	213	252	287	319	352	392	417	452

Indexes of Sales in Selected Trades, 1941 - 1948  
(1941 = 100)

<u>Kind of Business</u>	<u>1941</u>	<u>1942</u>	<u>1943</u>	<u>1944</u>	<u>1945</u>	<u>1946</u>	<u>1947</u>	<u>1948</u>
Grocery, Combination and Meat Stores .....	100.0	116.3	122.6	131.9	144.6	161.1	187.5	211.7
Department Stores .....	100.0	111.6	112.2	123.0	136.5	162.4	187.0	213.0
Country General Stores .	100.0	118.3	134.7	149.8	165.3	184.0	195.8	212.2

## % CHANGES IN RETAIL TRADE BY PROVINCES



All provinces have shared in a general expansion of retail volume during recent years, though their trends have not followed a uniformly parallel course. The Maritime Provinces have shown increases noticeably lower than those in other provinces since the war's end. However, this is probably explained by the high level which sales reached in that area during the war period when gains surpassed those in other parts of the country. While the central Canadian provinces have progressed at a rate in line with the average, the far western areas of Saskatchewan, Alberta and British Columbia have shown an ability to sustain a higher rate of increase in the post-war period than have other provinces. Provincial trends are illustrated in the chart on Page 6.

Sales estimates appear in the fullest possible detail, in the tables which follow. Every effort has been made to ensure a high degree of accuracy. Some of the percentage increases appear excessive, but it will generally be found that the most extreme changes occurred where values are relatively small and percentage changes correspondingly inconsequential. The 1948 data are in all cases preliminary and subject to final adjustment, so that further modifications will eventually result.

Slight differences between the totals and their components, in the tables of this bulletin, are due to the rounding of the figures.

Future issues of the monthly bulletin on Retail Trade will follow the pattern of this summary report in that dollar values rather than indexes will be reported for all trades and provinces.



TABLE 1.--ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS, 1941, 1947, 1948

(in hundreds of thousands of dollars)

Kind of Business	CANADA			Maritimes			Quebec		
	1941	1947	1948	1941	1947	1948	1941	1947	1948
All Trades .....	3,436,8	6,562,9	7,276,4	282,8	503,0	541,4	818,7	1,546,8	1,697,2
Grocery & Combination Stores .....	567,3	1,055,5	1,204,6	56,4	101,3	109,4	163,8	314,9	354,7
Meat Stores .....	80,0	158,2	166,0	2,1	4,9	4,9	26,2	45,2	48,9
Country General Stores .....	213,3	416,8	451,6	26,8	55,2	55,8	49,3	92,1	102,3
Department Stores ...	377,8	706,8	804,6	28,7	50,8	58,4	58,5	120,1	130,4
Variety Stores .....	85,2	136,0	155,8	11,3	15,4	16,7	22,7	40,8	46,5
Motor Vehicle Dealers	360,2	633,4	707,2	30,9	49,8	54,1	68,3	136,2	159,1
Garages & Filling Stations .....	205,1	344,2	386,3	15,0	27,2	31,6	40,8	71,0	78,9
Men's Clothing Stores	79,9	157,3	168,4	6,9	10,0	10,5	20,2	36,4	39,9
Family Clothing Stores .....	73,8	144,6	153,0	7,5	14,8	15,3	25,3	52,9	55,8
Women's Clothing Stores .....	71,1	134,4	159,2	4,0	6,8	7,4	18,1	29,4	35,9
Shoe Stores .....	44,0	86,4	91,2	3,5	6,2	6,1	12,5	25,6	26,6
Hardware Stores .....	73,1	158,3	168,4	5,0	10,4	11,0	16,7	34,4	37,0
Lumber & Building Materials Dealers .	79,8	175,7	214,6	4,4	6,4	7,3	11,9	19,2	22,4
Furniture Stores ....	64,1	129,6	132,9	4,3	9,4	8,7	21,3	36,0	36,4
Appliance & Radio Stores .....	45,9	82,7	92,9	2,1	3,5	3,7	10,3	22,7	24,3
Restaurants .....	126,6	256,9	265,1	7,6	10,9	10,8	27,6	43,6	41,9
Coal & Wood Dealers .	98,6	162,9	183,6	7,5	12,4	15,1	22,1	33,0	36,7
Drug Stores .....	100,9	170,7	181,2	8,3	14,0	14,1	18,1	30,0	31,1
Jewellery Stores ....	38,4	68,0	69,8	2,8	4,3	4,2	9,3	17,7	17,5
Tobacco Stores .....	43,2	92,9	97,8	1,7	3,5	3,3	12,8	25,5	27,2
All other trades ....	608,7	1,291,7	1,422,2	45,7	85,7	93,0	163,0	320,0	343,7

TABLE 1.--ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS, 1941, 1947, 1948

(in hundreds of thousands of dollars)

Ontario			Manitoba			Saskatchewan			Alberta			British Columbia		
1941	1947	1948	1941	1947	1948	1941	1947	1948	1941	1947	1948	1941	1947	1948
1,407,0	2,592,0	2,887,8	210,8	400,6	440,3	186,9	401,7	459,2	221,1	454,6	519,2	309,6	664,4	731,3
230,7	407,3	479,3	26,1	47,2	52,0	19,8	42,2	46,7	25,2	52,0	59,1	45,3	90,7	103,4
31,4	58,5	61,4	2,6	6,0	6,3	3,2	8,4	8,7	5,3	10,7	11,9	9,1	24,5	23,9
44,3	81,1	90,2	17,0	31,5	33,0	32,7	65,9	69,3	27,2	54,6	60,5	16,1	36,3	40,5
151,5	267,6	304,2	56,7	103,4	116,0	17,6	35,4	41,8	20,5	42,7	51,4	44,4	87,0	102,4
37,6	58,5	69,0	2,4	4,1	4,4	2,7	4,3	4,7	3,9	5,7	6,7	4,6	7,1	7,8
151,3	252,1	273,7	18,7	33,1	39,5	25,9	45,8	52,8	31,1	58,3	66,4	33,9	58,1	61,6
97,2	147,6	163,2	10,6	20,2	23,5	10,6	23,7	28,9	14,0	24,2	27,3	16,8	30,5	32,9
37,0	77,4	81,7	2,9	5,4	6,5	2,4	5,1	5,5	4,0	7,9	8,8	6,4	15,2	15,5
25,3	46,0	49,2	2,6	5,5	5,7	5,1	9,2	9,4	3,2	6,0	6,8	4,9	10,2	10,8
32,2	61,1	73,3	2,8	6,6	7,2	2,1	5,0	6,0	3,7	7,5	9,6	8,2	18,0	19,8
20,5	38,8	42,1	1,5	2,7	2,8	9	1,5	1,7	1,5	2,7	3,2	3,7	8,7	8,7
27,2	56,3	59,7	4,2	10,8	10,8	7,2	13,6	13,7	7,8	16,2	18,4	4,9	16,6	17,8
32,6	65,3	88,7	7,2	17,5	19,7	9,3	26,9	26,2	9,2	26,3	31,9	5,2	14,1	18,4
27,1	55,9	58,9	1,1	2,0	1,9	1,2	2,7	2,6	3,5	7,9	8,6	5,5	15,8	15,8
21,8	39,4	45,3	2,9	4,3	4,6	1,6	2,3	2,5	2,1	3,6	4,2	4,9	6,9	8,3
51,6	114,5	123,2	7,8	15,5	15,0	6,8	16,0	16,4	10,4	22,8	23,6	14,7	33,6	34,2
53,8	84,7	96,2	6,2	12,0	13,6	3,4	8,2	9,4	1,3	3,1	2,0	4,3	9,4	10,6
49,2	77,5	82,4	6,2	11,5	12,4	5,0	9,0	9,7	5,9	11,6	12,5	8,3	17,0	19,0
17,0	27,1	28,3	2,2	4,1	4,5	1,3	2,5	2,4	1,9	3,9	4,5	3,9	8,4	8,4
21,2	46,9	49,9	1,3	1,9	1,9	9	2,2	2,4	1,7	3,2	3,7	3,5	9,7	9,4
246,5	528,3	567,9	27,6	55,4	59,0	27,3	71,9	98,4	37,6	83,7	98,1	60,9	146,6	162,1

Table 2.--Percentage Changes in Retail Trade -- 1947/1941 and 1948/1947 --  
by Provinces and Kinds of Business

Kind of Business	CANADA		Maritimes		Quebec	
	1947/41	1948/47	1947/41	1948/47	1947/41	1948/47
All Trades .....	+ 91.0	+ 10.9	+ 77.9	+ 7.6	+ 88.9	+ 9.7
Grocery and Combination Stores .....	+ 86.1	+ 14.1	+ 79.6	+ 8.0	+ 92.2	+ 12.6
Meat Stores .....	+ 97.8	+ 4.9	+133.3	(a)	+ 72.5	+ 8.2
Country General Stores .	+ 96.4	+ 8.3	+106.0	+ 1.1	+ 86.8	+ 11.1
Department Stores .....	+ 87.1	+ 13.8	+ 77.0	+ 15.0	+105.3	+ 8.6
Variety Stores .....	+ 59.6	+ 14.6	+ 36.3	+ 8.4	+ 79.7	+ 14.0
Motor Vehicle Dealers ..	+ 75.8	+ 11.7	+ 61.2	+ 8.6	+ 99.4	+ 16.8
Garages & Filling Stations .....	+ 67.9	+ 12.2	+ 81.3	+ 16.2	+ 74.0	+ 11.1
Men's Clothing Stores ..	+ 96.8	+ 7.1	+ 44.9	+ 5.0	+ 80.2	+ 9.6
Family Clothing Stores .	+ 95.9	+ 5.8	+ 97.3	+ 3.4	+109.1	+ 5.5
Women's Clothing Stores	+ 89.0	+ 18.5	+ 70.0	+ 8.8	+ 62.4	+ 22.1
Shoe Stores .....	+ 96.4	+ 5.6	+ 77.1	- 1.6	+104.8	+ 3.9
Hardware Stores .....	+116.6	+ 6.4	+108.0	+ 5.8	+106.0	+ 7.6
Lumber & Building Materials Dealers ....	+120.2	+ 22.1	+ 45.5	+ 14.1	+ 61.3	+ 16.7
Furniture Stores .....	+102.2	+ 2.5	+118.6	- 7.4	+ 69.0	+ 1.1
Appliance & Radio Stores	+ 80.2	+ 12.3	+ 66.7	+ 5.7	+120.4	+ 7.0
Restaurants .....	+102.9	+ 3.2	+ 43.4	- 0.9	+ 58.0	- 3.9
Coal & Wood Dealers ....	+ 65.2	+ 12.7	+ 65.3	+ 21.8	+ 49.3	+ 11.2
Drug Stores .....	+ 69.2	+ 6.2	+ 68.7	+ 0.7	+ 65.7	+ 3.7
Jewellery Stores .....	+ 77.1	+ 2.6	+ 53.6	- 2.3	+ 90.3	- 1.1
Tobacco Stores .....	+115.0	+ 5.3	+105.9	- 5.7	+ 99.2	+ 6.7
All Other Trades .....	+112.2	+ 10.1	+ 87.5	+ 8.5	+ 96.3	+ 7.4

(a) Change of less than 0.05%.



Table 2.--Percentage Changes in Retail Trade --- 1947/1941 and 1948/1947 --  
by Provinces and Kinds of Business

Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
1947/41	1948/47	1947/41	1948/47	1947/41	1948/47	1947/41	1948/47	1947/41	1948/47
%	%	%	%	%	%	%	%	%	%
+ 84.2	+ 11.4	+ 90.0	+ 9.9	+114.9	+ 14.3	+105.6	+ 14.2	+114.6	+ 10.1
+ 76.5	+ 17.7	+ 80.8	+ 10.2	+113.1	+ 10.7	+106.3	+ 13.7	+100.2	+ 14.0
+ 86.3	+ 5.0	+130.8	+ 5.0	+162.5	+ 3.6	+101.9	+ 11.2	+169.2	- 2.4
+ 83.1	+ 11.2	+ 85.3	+ 4.8	+101.5	+ 5.2	+100.7	+ 10.8	+125.5	+ 11.6
+ 76.6	+ 13.7	+ 82.4	+ 12.2	+101.1	+ 18.1	+108.3	+ 20.4	+ 95.9	+ 17.7
+ 55.6	+ 17.9	+ 70.8	+ 7.3	+ 59.3	+ 9.3	+ 46.2	+ 17.5	+ 54.3	+ 9.9
+ 66.6	+ 8.6	+ 77.0	+ 19.3	+ 76.8	+ 15.3	+ 87.5	+ 13.9	+ 71.4	+ 6.0
+ 51.9	+ 10.6	+ 90.6	+ 16.3	+123.6	+ 21.9	+ 72.9	+ 12.8	+ 81.5	+ 7.9
+109.2	+ 5.6	+ 86.2	+ 20.4	+112.5	+ 7.8	+ 97.5	+ 11.4	+137.5	+ 2.0
+ 81.8	+ 7.0	+111.5	+ 3.6	+ 80.4	+ 2.2	+ 87.5	+ 13.3	+108.2	+ 5.9
+ 89.8	+ 20.0	+135.7	+ 9.1	+138.1	+ 20.0	+102.7	+ 28.0	+119.5	+ 10.0
+ 89.3	+ 8.5	+ 80.0	+ 3.7	+ 66.7	+ 13.3	+ 80.0	+ 18.5	+135.1	(a)
+107.0	+ 6.0	+157.1	(a)	+ 88.9	+ 0.7	+107.7	+ 13.6	+238.8	+ 7.2
+100.3	+ 35.8	+143.1	+ 12.6	+189.2	- 2.6	+185.9	+ 21.3	+171.2	+ 30.5
+106.3	+ 5.4	+ 81.8	- 5.0	+125.0	- 3.7	+125.7	+ 8.9	+187.3	(a)
+ 80.7	+ 15.0	+ 48.3	+ 7.0	+ 43.8	+ 8.7	+ 71.4	+ 16.7	+ 40.8	+ 20.3
+121.9	+ 7.6	+ 98.7	- 3.2	+135.3	+ 2.5	+119.2	+ 3.5	+128.6	+ 1.8
+ 57.4	+ 13.6	+ 93.5	+ 13.3	+141.2	+ 14.6	+138.5	- 35.5	+118.6	+ 12.8
+ 57.5	+ 6.3	+ 85.5	+ 7.8	+ 80.0	+ 7.8	+ 96.6	+ 7.8	+104.8	+ 11.8
+ 59.4	+ 4.4	+ 86.4	+ 9.8	+ 92.3	- 4.0	+105.3	+ 15.4	+115.4	(a)
+121.2	+ 6.4	+ 46.2	(a)	+144.4	+ 9.1	+ 88.2	+ 15.6	+177.1	- 3.1
+114.3	+ 7.5	+100.7	+ 6.5	+163.4	+ 36.9	+122.6	+ 17.2	+140.7	+ 10.6

(a) Change of less than 0.05%.

TABLE 3.-- CANADA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948  
(in thousands of dollars)

Month	Total, All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores			Department Stores			Variety Stores		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
January	417,740	490,800	+17.5	75,230	91,690	+21.8	11,740	12,190	+3.8	25,380	28,670	+13.0	36,710	45,080	+16.5	6,980	8,220	+17.8
February	415,680	444,730	+7.5	73,900	84,550	+14.4	11,670	11,320	-0.4	26,020	26,670	+6.6	44,390	45,490	+3.3	7,410	8,390	+13.2
March	489,830	543,680	+11.9	91,970	92,100	+12.4	12,610	12,420	-1.5	29,050	31,380	+8.0	59,500	64,540	+10.3	9,930	11,260	+13.2
April	517,360	575,180	+10.8	81,560	95,070	+16.3	12,890	13,170	+2.2	30,960	34,630	+11.9	52,550	56,260	+19.6	9,830	10,760	+9.9
May	587,100	615,300	+8.5	91,140	100,310	+10.1	13,830	13,400	-3.1	37,600	39,920	+6.2	55,100	55,470	+12.7	11,030	12,550	+13.8
June	549,370	535,120	-15.8	86,170	100,990	+17.2	12,790	13,630	+6.5	35,770	39,650	+10.8	51,830	53,360	+22.7	10,900	12,840	+18.0
July	558,540	630,330	+13.5	90,010	108,350	+20.4	12,400	14,070	+13.5	38,200	42,630	+11.6	44,360	48,350	+9.0	10,660	12,990	+22.1
August	587,860	693,730	+18.6	90,010	99,940	+6.8	12,990	13,070	+0.6	38,420	40,710	+6.0	47,980	54,390	+13.6	10,310	11,050	+7.2
September	594,460	636,620	+8.2	90,560	103,050	+13.8	13,930	14,180	+6.4	38,420	41,480	+6.0	47,290	50,690	+7.1	10,710	12,050	+12.5
October	609,570	681,610	+12.4	93,100	109,690	+18.3	13,110	16,340	+24.7	38,590	43,010	+11.5	56,560	62,350	+10.2	11,570	14,250	+23.2
November	609,630	650,020	+6.6	98,440	102,500	+4.1	13,720	14,560	+6.1	36,180	39,190	+8.3	51,560	58,710	+14.0	13,430	14,230	+6.0
December	685,580	770,450	+12.7	101,040	116,490	+15.3	15,480	17,670	+14.1	40,470	43,720	+8.0	59,170	109,660	+17.7	24,020	27,580	+14.8
Annual Total	6,562,330	7,276,720	+10.9	1,055,510	1,204,540	+14.1	158,210	166,030	+4.9	416,780	451,560	+8.4	706,840	804,540	+13.8	135,960	155,900	+14.7

Month	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
January	42,270	52,260	+23.6	21,730	24,530	+13.1	9,290	10,920	+17.5	8,130	9,030	+11.1	8,390	9,720	+15.9	4,370	4,860	+11.2
February	40,200	40,090	-0.3	20,230	21,820	+7.9	10,450	10,060	-3.7	7,670	8,070	+6.6	7,510	8,130	+8.3	3,990	4,690	+17.5
March	43,370	58,920	+34.8	22,260	25,710	+15.6	12,360	13,450	+9.0	10,660	11,400	+6.9	11,020	12,950	+17.5	6,080	6,870	+13.0
April	54,330	53,470	-1.6	26,580	29,390	+10.6	13,030	13,740	+5.4	11,710	12,240	+4.5	11,570	13,920	+20.3	7,060	8,020	+13.3
May	55,820	62,660	+12.3	29,990	34,200	+14.0	13,290	14,650	+9.3	12,610	13,030	+3.3	12,210	14,340	+17.4	7,830	8,400	+7.3
June	55,200	68,700	+24.5	31,430	36,800	+16.9	13,480	15,310	+14.9	12,250	13,100	+6.9	11,170	13,860	+24.1	8,270	9,150	+10.6
July	55,430	61,610	+11.0	35,390	40,190	+13.6	10,870	12,260	+12.8	10,700	11,650	+8.9	9,850	12,340	+25.3	5,720	7,740	+35.2
August	62,290	62,930	+0.7	35,440	38,260	+8.0	10,910	10,510	-3.7	10,440	10,260	-1.8	11,940	10,490	-13.8	6,840	6,320	-7.6
September	60,330	62,920	+4.3	31,870	36,260	+13.8	13,200	12,990	-1.6	11,970	12,360	+3.3	11,040	13,520	+22.5	7,510	7,510	0.0
October	64,030	55,790	-12.7	32,240	36,390	+12.9	13,610	15,960	+18.3	13,890	16,210	+16.7	12,690	16,040	+26.4	7,430	7,940	+6.9
November	57,530	64,460	+12.0	29,490	33,160	+12.4	16,690	16,200	-2.9	15,780	16,230	+2.8	12,830	14,220	+10.8	8,430	7,450	-11.5
December	45,920	54,470	+16.1	27,550	29,460	+6.9	20,160	22,450	+11.4	18,870	20,410	+8.2	17,440	19,700	+13.0	10,450	12,300	+17.7
Annual Total	633,420	707,180	+11.6	344,260	386,210	+12.2	157,260	168,370	+7.1	144,560	152,990	+5.8	134,360	159,180	+18.5	86,400	91,240	+5.6

TABLE 3.-- CANADA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947
January .	8,990	9,970	+10.9	9,130	11,100	+21.6	8,780	9,370	+6.7	5,710	7,040	+23.3	18,750	19,930	+6.3	14,260	19,030	+33.5
February .	8,360	8,740	+4.5	8,490	9,870	+16.3	8,370	8,580	+2.6	5,690	6,350	+11.2	17,870	18,980	+6.2	13,760	17,280	+25.4
March ...	10,760	10,720	-0.4	10,490	12,290	+17.2	10,160	10,000	-1.6	6,140	7,580	+23.5	19,910	20,560	+3.4	12,660	16,900	+25.7
April ...	12,680	13,790	+8.8	13,580	15,470	+13.9	10,500	11,560	+10.1	6,230	7,790	+25.0	20,240	21,140	+4.4	12,760	11,960	-6.3
May .....	16,060	16,460	+2.6	16,560	18,710	+13.0	12,330	12,430	+0.8	6,730	7,520	+11.7	21,480	22,220	+3.4	11,040	11,290	+2.3
June .....	14,890	16,730	+12.4	16,560	21,630	+27.6	11,530	11,640	+1.0	6,490	7,250	+11.7	21,540	22,280	+3.4	11,410	11,980	+5.1
July .....	14,270	15,180	+6.4	17,240	20,760	+20.4	10,770	11,100	+3.1	6,160	7,050	+14.4	24,270	25,920	+2.7	12,020	13,100	+9.0
August ...	13,290	13,780	+3.7	17,220	22,490	+30.6	10,120	10,520	+4.0	6,260	6,530	+4.3	25,210	26,430	+2.9	11,890	14,460	+21.6
September	13,980	14,280	+2.1	18,250	21,550	+18.1	11,200	10,810	-3.5	6,930	7,790	+12.4	22,830	23,910	+4.7	15,100	17,110	+13.3
October ..	14,530	16,140	+11.1	19,350	23,540	+20.6	11,680	12,670	+8.5	7,840	9,130	+16.5	22,420	23,450	+4.6	15,760	18,040	+14.5
November .	14,230	15,260	+7.2	16,010	20,300	+28.0	11,750	12,030	+2.9	8,320	8,820	+5.6	21,360	21,870	+2.4	15,150	15,860	+4.7
December .	16,150	17,430	+7.9	12,410	16,920	+36.3	12,380	12,130	-2.0	10,140	10,310	+1.7	21,080	21,410	+1.6	17,110	17,450	+2.2
Annual Total .	156,180	168,480	+6.5	175,720	214,640	+22.1	129,590	132,900	+2.6	82,670	92,920	+12.4	256,930	265,180	+3.2	162,890	183,520	+12.7

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947
January .	13,040	14,380	+10.3	3,770	4,020	+6.6	6,800	7,410	+9.0	76,230	91,330	+19.8
February .	12,280	13,320	+10.9	3,740	3,510	-6.1	6,860	7,200	+5.0	76,320	81,000	+6.1
March ...	13,680	14,660	+7.2	4,160	4,380	+5.3	7,370	7,760	+5.3	91,380	102,000	+11.6
April ...	13,110	14,160	+8.0	3,970	4,060	+2.3	7,350	7,980	+8.6	103,040	105,890	+2.5
May .....	13,440	14,810	+7.0	5,150	4,700	-8.7	7,710	8,130	+5.4	112,060	120,240	+7.5
June .....	13,430	14,430	+7.4	4,930	5,400	+9.5	7,450	7,930	+6.4	111,790	128,760	+15.2
July .....	13,940	14,370	+3.1	4,780	5,000	+4.6	7,750	7,870	+1.5	120,750	139,000	+15.1
August ...	14,340	15,540	+1.4	5,190	5,460	+5.2	7,710	7,810	+1.3	126,780	132,780	+3.1
September	14,120	15,000	+6.2	5,080	5,370	+5.7	7,560	7,940	+6.0	111,120	127,730	+14.9
October ..	14,740	15,640	+6.1	5,340	5,600	+4.9	7,850	8,360	+6.5	116,470	125,270	+7.6
November .	14,000	14,680	+4.1	6,280	5,860	-6.7	7,860	7,950	+1.3	111,470	116,720	+4.7
December .	20,190	21,160	+4.8	15,650	16,350	+4.5	10,660	11,610	+8.9	132,260	151,750	+14.7
Annual Total .	170,720	181,310	+6.2	68,040	69,760	+2.5	92,920	97,950	+5.4	1,291,680	1,422,180	+10.1



TABLE 3.-- MARITIME PROVINCES -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948  
(in thousands of dollars)

Month	Total, All Trades		Grocery and Combination Stores		Meat Stores		Country General Stores		Department Stores		Variety Stores	
	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948
		%		%		%		%		%		%
January	32,760	36,860	7,660	8,630	410	420	3,690	4,070	2,350	2,490	730	790
February	31,430	34,200	7,520	8,040	370	360	2,730	3,500	2,980	2,710	790	810
March	37,230	41,530	7,980	8,580	400	390	2,510	4,040	4,550	4,610	960	1,130
April	39,960	43,780	7,970	8,990	400	390	2,510	4,300	4,000	4,950	1,090	1,110
May	43,980	47,200	8,740	9,290	420	400	2,290	5,300	4,510	5,120	1,260	1,290
June	41,750	46,290	8,100	9,030	410	410	2,410	4,830	3,650	4,730	1,220	1,360
July	43,140	47,540	8,610	9,060	420	430	2,410	5,040	3,650	4,180	1,200	1,360
August	44,390	45,650	8,900	8,990	420	380	2,410	4,660	3,546	4,180	1,230	1,240
September	43,310	44,790	8,590	8,910	450	430	2,410	4,590	4,740	5,100	1,220	1,350
October	45,510	47,630	8,760	9,460	420	440	2,410	4,730	5,100	5,660	1,520	1,540
November	44,890	47,330	8,800	9,100	390	390	2,410	4,660	5,630	6,640	1,560	1,540
December	54,540	58,720	9,690	10,510	420	470	2,410	5,480	6,730	8,200	2,810	3,190
Annual Total	502,990	541,550	101,330	109,390	4,930	4,910	55,240	55,610	50,770	58,400	15,390	16,730
		+ 7.7		+ 8.0		- 0.4		+ 1.0		+ 15.0		+ 8.7

Month	Motor Vehicle Dealers		Garages and Filling Stations		Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948
		%		%		%		%		%		%
January	3,410	4,670	1,770	1,710	630	710	900	920	440	410	320	320
February	2,820	3,870	1,700	2,010	570	590	820	790	350	370	290	300
March	3,700	5,510	1,770	2,070	710	760	1,080	1,060	560	540	400	420
April	4,940	5,640	1,920	2,450	800	860	1,220	1,200	580	590	490	480
May	4,620	4,970	2,390	3,400	900	930	1,330	1,370	620	710	600	560
June	4,360	4,970	2,460	3,000	870	940	1,270	1,300	630	660	620	590
July	4,480	4,070	2,850	3,460	760	870	1,150	1,240	510	570	550	560
August	3,750	3,760	2,850	3,540	740	730	1,100	1,040	500	530	530	490
September	4,630	3,680	2,330	2,800	800	790	1,080	1,190	520	530	570	520
October	4,930	4,360	2,770	2,770	850	950	1,310	1,470	610	730	520	520
November	4,390	4,640	2,290	2,400	960	930	1,420	1,450	660	680	500	480
December	3,810	3,890	2,270	2,170	1,400	1,450	2,130	2,240	860	890	830	890
Annual Total	49,840	54,080	27,200	31,590	9,990	10,490	14,640	15,280	6,770	7,410	6,220	6,130
		+ 8.5		+ 16.1		+ 5.0	+ 5.0	+ 3.0		+ 9.5		+ 1.4

(a) Change of less than 0.05%.

TABLE 3.-- MARITIME PROVINCES -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
			%			%			%			%			%			%
January .	620	670	+ 8.1	300	360	+20.0	650	560	-13.8	270	280	- 3.7	770	770	0	1,260	1,680	+33.3
February.	520	550	+ 5.8	290	370	+27.6	590	520	-11.9	230	250	+ 8.7	760	760	0	1,070	1,510	+41.1
March . .	690	680	- 1.4	390	430	+10.3	750	600	-20.0	220	280	+27.3	890	830	- 6.7	880	1,410	+60.2
April . .	820	910	+11.0	510	580	+13.7	800	770	- 3.7	260	290	+11.5	890	880	- 1.1	900	1,150	+27.8
May . . .	1,010	1,000	- 1.0	560	680	+21.4	940	900	- 4.3	290	300	+ 3.4	930	930	0	680	860	+26.5
June . . .	980	1,020	+ 4.1	550	670	+ 6.3	840	830	- 1.2	290	250	-13.8	950	940	- 1.1	670	770	+14.9
July . . .	950	1,050	+10.5	670	630	- 6.0	760	790	+ 3.9	230	250	+ 8.7	1,070	1,040	- 2.8	940	1,010	+ 7.4
August . .	940	920	- 2.1	700	800	+14.3	750	690	- 8.0	240	210	-12.5	1,070	1,110	+ 3.7	860	1,020	+18.6
September	980	960	- 2.0	630	760	+20.6	740	740	0	280	340	+21.4	910	910	0	1,070	1,270	+18.7
October .	970	1,040	+ 7.2	670	810	+20.9	810	790	- 2.5	310	370	+19.4	870	820	- 5.7	1,340	1,350	+ 0.7
November .	910	1,020	+12.1	550	760	+38.2	760	740	- 2.6	370	390	+ 5.4	880	830	- 5.7	1,250	1,550	+24.0
December.	1,080	1,210	+12.0	440	530	+20.5	950	740	-22.1	510	460	- 9.8	960	980	+ 2.1	1,480	1,560	+ 5.4
Annual Total .	10,440	11,030	+ 5.7	6,350	7,340	+15.6	9,360	8,680	- 7.3	3,490	3,660	+ 4.9	10,950	10,820	- 1.2	12,400	15,140	+22.1

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
			%			%			%			%
January .	1,100	1,100	0	250	220	-12.0	260	250	- 3.8	4,970	5,850	+17.7
February.	1,030	1,050	+ 1.9	260	220	-15.4	250	240	- 4.0	4,900	5,380	+ 9.8
March . .	1,150	1,170	+ 1.7	260	240	- 7.7	270	280	+ 3.7	5,670	6,310	+11.3
April . .	1,100	1,100	0	270	230	-14.8	280	250	-10.7	6,420	6,380	- 0.6
May . . .	1,150	1,140	- 0.9	300	260	-13.3	270	290	+ 7.4	7,130	7,500	+ 5.2
June . . .	1,070	1,100	+ 2.8	320	300	- 6.2	270	270	0	7,420	8,320	+12.1
July . . .	1,160	1,210	+ 4.3	320	320	0	300	280	- 6.7	8,200	9,640	+17.6
August . .	1,210	1,170	- 3.3	350	380	+ 8.6	280	240	-14.3	9,510	9,540	+ 0.3
September	1,110	1,110	0	310	300	- 3.2	270	260	- 3.7	7,260	8,150	+12.3
October .	1,210	1,200	- 0.8	310	330	+ 6.5	280	270	- 3.6	7,440	7,830	+ 5.2
November .	1,110	1,110	0	370	350	- 5.4	270	230	-14.8	6,980	7,440	+ 6.6
December.	1,640	1,660	+ 1.2	990	1,070	+ 8.1	430	460	+ 7.0	9,780	10,670	+ 9.1
Annual Total .	14,030	14,100	+ 0.5	4,310	4,220	- 2.1	3,450	3,530	+ 2.3	85,690	93,010	+ 8.5

(a) Change of less than 0.06%.

TABLE 3.-- QUEBEC -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948  
(in thousands of dollars)

Month	Total, All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores			Department Stores			Variety Stores		
	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %
January	97,640	110,300	+13.0	22,700	26,390	+16.3	3,280	3,410	+4.0	5,390	5,950	+10.4	6,490	7,160	+10.3	2,120	2,470	+16.5
February	98,160	107,380	+9.4	22,220	25,040	+12.7	3,330	3,440	+3.3	5,490	6,350	+15.7	7,250	7,560	+4.0	2,220	2,520	+13.5
March	117,890	131,680	+11.7	24,430	27,270	+11.6	3,690	3,800	+3.0	6,560	7,470	+17.5	10,560	10,800	+2.3	2,800	3,530	+26.1
April	122,230	140,590	+15.0	24,760	28,020	+13.2	3,930	4,050	+3.1	6,720	8,520	+26.8	9,500	11,030	+16.1	2,960	3,370	+13.9
May	137,000	147,800	+7.9	27,440	29,770	+8.5	3,840	3,820	-0.5	8,690	9,480	+9.1	10,280	10,770	+4.8	3,540	4,110	+16.1
June	130,550	149,490	+14.5	25,840	30,100	+16.5	3,560	4,040	+13.5	8,220	9,600	+16.2	8,970	10,690	+19.2	3,450	4,010	+16.2
July	128,910	144,410	+12.0	26,700	31,810	+19.1	3,320	4,140	+24.7	8,740	9,080	+3.9	9,960	7,140	-2.6	3,190	3,770	+18.2
August	129,280	136,320	+5.4	27,000	28,850	+6.9	3,430	3,780	+9.8	8,370	8,960	+7.1	9,560	8,250	-13.2	3,140	3,510	+11.8
September	137,620	146,870	+6.7	28,780	29,710	+3.2	3,770	4,160	+10.3	8,450	8,790	+4.0	11,770	11,850	+0.7	3,340	3,710	+11.1
October	144,000	155,720	+8.1	28,850	32,450	+12.5	4,430	4,790	+8.1	8,550	10,170	+18.9	11,030	12,310	+11.6	3,560	4,270	+19.9
November	142,050	149,580	+5.3	27,500	29,950	+8.9	3,970	4,210	+6.0	8,410	9,040	+7.5	13,750	14,020	+2.0	3,790	3,870	+2.1
December	161,400	177,230	+9.8	30,690	35,390	+15.3	4,660	5,290	+13.5	8,940	9,890	+10.6	15,860	18,550	+17.0	6,660	7,530	+13.1
Annual Total	1,546,800	1,697,320	+9.7	314,910	354,750	+12.7	45,200	48,910	+8.2	92,150	102,270	+11.0	120,070	130,430	+8.6	40,780	46,460	+13.9

Month	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %	1947	1948	1947 %
January	8,780	10,260	+16.8	4,590	4,830	+5.2	1,930	2,400	+24.4	2,620	2,890	+10.3	1,470	1,820	+23.8	1,220	1,320	+8.2
February	8,590	8,960	+4.3	4,330	4,200	-3.0	2,430	2,610	+7.4	2,680	2,930	+9.3	1,540	1,740	+13.0	1,200	1,410	+17.5
March	10,060	12,590	+25.1	4,500	5,710	+26.9	3,190	3,560	+11.6	4,190	4,610	+10.0	2,560	3,000	+17.2	2,020	2,170	+7.4
April	11,620	16,060	+38.2	5,170	6,460	+25.0	3,130	3,620	+15.7	4,530	4,910	+8.4	2,620	3,340	+27.5	2,230	2,580	+15.7
May	12,880	14,660	+13.7	5,600	6,180	+10.4	3,580	3,870	+8.1	4,890	5,080	+3.9	2,890	3,510	+21.5	2,350	2,640	+12.3
June	11,590	15,990	+38.0	6,370	7,850	+23.5	3,210	3,870	+20.6	4,690	4,920	+4.9	2,810	3,690	+31.3	2,430	2,790	+14.8
July	12,040	14,970	+24.3	7,880	7,950	+0.9	3,230	2,680	-16.7	3,740	3,950	+5.1	2,270	3,020	+33.0	1,780	2,030	+14.0
August	12,110	13,160	+8.7	7,100	7,610	+7.2	2,330	2,380	+2.1	3,540	3,610	+2.0	2,040	2,470	+21.1	1,710	1,520	-11.1
September	13,010	14,750	+13.4	7,010	8,020	+14.4	3,200	3,030	-5.3	4,600	4,350	-5.3	2,330	2,980	+27.9	2,510	1,880	-25.1
October	14,190	13,980	-1.5	6,870	7,400	+7.6	3,550	3,390	-4.5	5,020	5,690	+13.3	2,620	3,150	+20.6	2,210	2,140	-3.2
November	12,070	13,880	+15.0	6,500	7,240	+11.4	3,970	3,690	-7.1	5,750	5,370	-6.6	2,590	2,810	+8.5	2,720	2,250	-17.3
December	9,270	9,900	+6.8	5,750	6,420	+11.7	3,960	4,600	+16.2	6,770	7,490	+10.6	3,620	4,390	+21.0	3,240	3,900	+20.4
Annual Total	136,210	159,140	+16.8	70,970	78,860	+11.1	36,410	39,910	+9.6	52,910	55,790	+5.4	29,360	35,900	+22.3	25,620	26,630	+3.9



TABLE 3.-- QUEBEC -- Estimated Retail Trade--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	1947	1947	1948	1947	1947	1948	1947	1947	1948	1947	1947	1948	1947	1948	1947	1948
			%			%			%			%			%			%
January ..	2,190	2,420	+10.5	1,110	1,090	-1.8	2,040	2,440	+19.6	1,440	1,700	+18.1	3,240	3,220	-0.6	2,570	3,940	+53.3
February ..	1,830	2,030	+10.9	1,000	1,060	+6.0	2,050	2,330	+13.7	1,550	1,640	+5.8	3,120	3,150	+1.0	2,550	3,730	+46.3
March ....	2,440	2,440	0.0	1,280	1,300	+1.6	2,040	2,730	+33.9	1,580	2,210	+39.9	3,500	3,290	-6.0	2,400	3,170	+32.1
April ....	2,690	3,160	+17.5	1,490	1,700	+14.1	2,910	3,200	+10.0	1,830	2,030	+10.9	3,590	3,400	-5.3	2,530	2,370	-6.3
May .....	3,480	3,730	+7.2	1,730	2,180	+26.0	3,910	3,980	+1.8	1,910	2,070	+8.4	3,770	3,400	-9.8	2,310	2,430	+5.2
June .....	3,150	3,650	+15.9	1,680	2,420	+44.0	3,620	3,560	-1.7	1,730	1,910	+10.4	3,620	3,300	-8.8	2,180	2,380	+9.2
July .....	3,090	3,020	-2.3	2,060	2,240	+8.9	3,240	3,550	+9.6	1,580	1,930	+22.5	3,850	3,310	-14.0	2,710	2,950	+8.9
August ....	2,820	2,970	+5.3	1,860	2,210	+18.8	2,710	2,740	+1.1	1,970	1,930	-2.0	3,820	3,760	-1.6	2,580	2,840	+10.1
September ..	3,150	3,210	+1.9	1,910	2,190	+14.7	3,310	3,070	-7.3	1,820	1,870	+2.7	3,810	3,800	-0.3	3,300	3,320	+0.6
October .....	3,280	3,560	+8.5	2,080	2,330	+12.0	3,300	3,380	+2.4	2,400	2,390	-0.4	3,730	3,730	0.0	3,360	3,270	-2.7
November ..	3,080	3,500	+37.1	1,780	1,840	+3.4	2,910	3,130	+7.6	2,000	2,160	+8.0	3,630	2,680	-26.2	3,140	2,870	-8.6
December ..	3,180	3,570	+12.1	1,780	1,880	+5.6	3,090	2,880	-7.1	2,370	2,510	+5.9	3,500	3,900	+11.4	3,410	3,420	+0.3
Annual Total ..	34,350	37,000	+7.7	19,250	22,350	+16.1	36,000	36,450	+1.3	12,720	24,340	+91.4	43,560	41,930	-3.8	33,040	36,700	+11.1

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	1947	1947	1948	1947	1947	1948	1947	1948	1947	1948
			%			%						%
January ..	2,420	2,580	+6.6	1,040	1,040	0.0	1,850	2,010	+8.6	19,150	20,950	+9.5
February ..	2,280	2,480	+8.8	950	940	-1.1	1,870	2,040	+9.1	19,680	21,240	+7.9
March ....	2,530	2,590	+2.4	1,170	1,340	+14.5	2,130	2,230	+4.7	23,630	25,650	+8.5
April ....	2,380	2,430	+2.1	1,130	1,020	-9.7	2,120	2,180	+2.8	24,390	27,140	+11.3
May .....	2,440	2,520	+3.3	1,370	1,210	-11.7	2,260	2,340	+3.5	28,040	30,050	+7.2
June .....	2,360	2,440	+3.4	1,280	1,400	+9.4	2,060	2,230	+8.3	27,760	30,650	+10.4
July .....	2,380	2,520	+5.9	1,200	1,240	+3.3	1,970	2,030	+3.0	28,410	31,200	+9.8
August ....	2,410	2,350	-2.5	1,320	1,350	+2.3	2,050	2,090	+2.0	29,410	30,180	+2.6
September ..	2,430	2,480	+2.1	1,300	1,290	-0.8	2,000	2,230	+11.5	27,920	30,510	+9.3
October ....	2,670	2,720	+1.9	1,380	1,270	-8.0	2,180	2,360	+8.3	28,940	30,380	+5.0
November ..	2,440	2,500	+2.5	1,560	1,280	-17.9	2,130	2,350	+10.3	28,130	30,130	+7.1
December ..	3,270	3,490	+6.7	4,010	4,110	+2.5	2,930	3,160	+7.8	34,520	35,560	+3.0
Annual Total ..	30,030	31,100	+3.6	17,560	17,800	+1.3	25,850	27,250	+5.4	320,010	343,850	+7.4

(a) Change of less than 0.05%

TABLE 3.-- ONTARIO -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Total, All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores			Department Stores			Variety Stores		
	1947	1948	%	1947	1948	%	1947	1948	%	1947	1948	%	1947	1948	%	1947	1948	%
January	168,890	205,050	+21.4	28,760	37,450	+30.2	4,460	4,840	+8.5	5,160	5,880	+14.0	15,040	17,430	+15.9	2,980	3,610	+21.1
February	168,030	192,860	+8.8	27,690	33,970	+23.0	4,270	4,290	+0.5	5,080	5,470	+7.7	18,010	18,570	+3.1	3,220	3,720	+15.5
March	191,530	222,140	+16.1	31,580	36,820	+16.6	4,740	4,690	-1.1	5,630	6,170	+9.6	20,890	24,700	+18.2	3,900	4,920	+26.2
April	203,920	226,540	+11.0	30,810	37,590	+22.0	4,720	4,880	+3.4	6,130	7,160	+16.8	20,840	24,350	+16.8	4,220	4,670	+10.7
May	221,580	237,700	+7.3	35,090	39,610	+12.9	5,240	5,090	-2.9	7,330	7,940	+8.3	22,110	24,650	+11.5	4,620	5,340	+15.6
June	217,770	250,280	+14.9	32,930	39,950	+21.3	4,650	4,940	+6.2	7,110	8,060	+13.2	19,750	24,510	+24.1	4,630	5,470	+18.1
July	218,370	248,750	+13.9	34,870	43,180	+23.8	4,600	5,120	+11.3	7,950	9,860	+24.0	16,650	17,110	+2.8	4,600	5,990	+30.2
August	220,500	231,600	+5.0	36,680	39,640	+8.1	4,790	4,620	-3.5	7,960	8,430	+5.9	17,080	20,070	+17.5	4,310	4,770	+10.7
September	225,930	248,490	+10.0	34,860	40,930	+17.4	4,830	5,030	+4.1	7,190	7,700	+7.1	24,140	25,850	+7.1	4,560	5,280	+15.8
October	234,980	265,890	+13.2	36,680	43,670	+19.1	5,420	5,820	+7.4	6,860	7,820	+14.0	24,450	30,350	+24.2	4,900	6,230	+27.1
November	245,240	252,950	+3.1	38,010	40,430	+6.4	5,120	5,410	+5.7	7,140	7,490	+4.9	32,020	34,080	+6.4	5,900	6,460	+9.5
December	275,420	315,670	+14.7	39,090	46,050	+17.8	5,660	6,690	+18.2	7,550	8,210	+8.7	36,590	42,550	+16.3	10,680	12,570	+17.7
Annual Total	2,591,900	2,837,890	+11.4	407,250	479,500	+17.7	58,490	61,400	+5.0	81,100	90,200	+11.2	267,560	304,220	+13.7	58,510	69,030	+18.0

Month	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	%	1947	1948	%	1947	1948	%	1947	1948	%	1947	1948	%	1947	1948	%
January	17,500	22,270	+27.3	9,970	11,090	+11.2	4,730	5,440	+15.0	2,880	3,210	+11.5	3,970	4,620	+16.4	1,940	2,180	+12.4
February	17,910	16,950	-5.4	9,000	9,930	+10.3	5,880	4,900	-8.9	2,430	2,700	+11.1	3,460	3,880	+12.1	1,540	2,120	+29.3
March	19,690	24,140	+22.6	9,910	11,440	+15.4	6,020	6,710	+11.5	3,290	3,720	+13.1	4,800	6,050	+26.0	2,530	3,170	+25.3
April	20,640	23,590	+14.3	11,750	12,670	+7.0	6,650	6,680	+0.5	3,670	3,640	-0.8	5,160	6,260	+21.3	3,120	3,630	+16.3
May	22,330	22,870	+3.3	13,110	14,520	+10.8	6,830	6,820	-0.1	3,850	3,780	-1.8	4,990	6,210	+24.3	3,410	3,690	+8.2
June	21,880	27,320	+24.3	13,710	16,300	+18.6	6,920	7,260	+4.9	3,840	4,100	+6.8	4,660	6,180	+33.8	3,840	4,230	+10.2
July	21,680	23,440	+8.6	14,830	16,990	+14.6	6,350	6,000	-5.6	3,480	3,320	-4.6	4,660	5,650	+21.3	3,050	3,550	+16.7
August	19,240	18,270	-5.0	14,620	15,930	+9.0	5,400	4,860	-10.0	3,780	3,300	-12.7	3,720	4,430	+19.1	3,230	2,970	-8.0
September	24,030	23,740	-1.2	13,250	14,790	+11.6	6,260	6,180	-1.3	3,760	4,010	+6.1	5,100	6,180	+21.2	4,110	3,560	-11.7
October	28,950	25,550	-11.7	13,340	14,900	+11.7	6,190	7,800	+28.0	4,020	5,230	+30.1	5,620	7,540	+34.2	3,320	3,700	+11.4
November	23,280	23,950	+2.9	12,510	13,780	+10.2	8,200	7,770	-5.2	5,040	4,920	-2.4	6,090	6,700	+10.0	3,850	3,290	-14.8
December	19,170	21,580	+12.6	11,590	12,000	+3.5	10,510	11,410	+8.6	6,220	6,720	+8.0	8,470	9,590	+13.2	4,790	5,940	+24.9
Annual Total	252,090	273,660	+8.6	147,590	163,230	+10.6	77,430	81,730	+5.6	45,970	49,250	+7.1	61,100	73,280	+19.9	38,850	42,090	+8.3

TABLE 3.--ONTARIO -- Estimated Retail Trade--By Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %
January .	3,220	3,560	+10.6	3,420	4,540	+32.7	4,010	4,260	+6.2	2,760	3,540	+28.3	8,200	9,360	+14.1	6,960	9,760	+40.1
February.	2,920	3,040	+4.1	3,220	4,130	+28.3	3,760	3,870	+2.9	2,720	3,130	+15.1	7,880	9,070	+15.1	6,940	8,850	+27.5
March ...	3,680	3,830	+4.1	3,570	5,210	+45.9	4,270	4,480	+4.9	3,020	3,560	+17.5	8,560	9,730	+13.8	6,610	7,970	+20.6
April ...	4,460	5,180	+16.1	5,300	7,240	+36.6	4,610	5,040	+9.3	2,890	3,840	+32.9	8,690	10,090	+16.1	7,000	6,070	-13.3
May .....	6,190	5,980	-3.4	5,920	7,820	+32.1	5,080	5,180	+2.0	3,170	3,620	+14.2	9,470	10,630	+12.2	6,030	6,120	+1.5
June .....	5,760	6,270	+8.9	5,840	8,150	+39.6	4,860	4,850	-0.2	3,250	3,590	+10.5	9,310	10,760	+15.6	6,460	6,840	+5.9
July .....	5,320	5,950	+11.8	6,040	8,280	+37.1	4,600	4,650	+1.1	3,360	3,860	+15.0	10,690	11,680	+9.3	6,530	7,360	+12.7
August ..	4,570	4,680	+0.2	6,350	9,260	+45.8	4,370	4,690	+7.3	2,800	3,010	+7.5	11,920	11,160	-6.4	6,200	8,000	+29.0
September	4,750	4,840	+0.2	6,960	8,380	+20.4	4,720	4,760	+0.8	3,340	3,860	+15.6	10,710	11,130	+3.9	7,790	9,340	+19.9
October .	4,850	5,370	+10.7	7,280	8,850	+21.6	5,030	5,380	+7.0	3,490	4,290	+22.9	10,220	10,800	+5.7	7,850	9,860	+25.5
November.	4,860	5,230	+7.6	6,210	8,020	+29.1	5,140	5,460	+6.2	3,850	4,150	+8.4	9,730	9,830	+1.0	7,650	7,740	+1.2
December.	5,750	6,090	+5.9	5,190	8,860	+70.7	5,490	6,240	+13.7	4,870	5,330	+9.4	9,160	8,940	-2.4	8,680	8,250	-5.0
Annual Total .	56,330	59,720	+6.0	65,290	88,740	+35.9	55,930	58,860	+5.2	39,380	45,280	+15.0	114,530	123,170	+7.5	84,700	96,150	+13.5

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %
January .	5,800	6,520	+12.4	1,400	1,620	+15.7	3,470	3,840	+10.7	32,260	40,040	+24.1
February.	5,490	6,160	+12.2	1,480	1,410	-4.7	3,520	3,660	+4.0	31,810	33,040	+3.9
March ...	6,130	6,690	+9.1	1,580	1,620	+2.5	3,660	3,940	+7.1	37,260	42,590	+14.3
April ...	5,810	6,470	+11.4	1,480	1,630	+10.1	3,620	4,150	+14.6	42,450	41,710	-1.7
May .....	6,260	6,770	+8.1	2,080	1,870	-10.1	3,760	4,080	+8.5	45,100	45,100	-0.1
June .....	6,130	6,610	+7.8	1,940	2,200	+13.4	3,790	4,080	+7.7	46,150	49,620	+6.8
July .....	6,350	6,270	-1.3	1,900	1,940	+2.1	4,010	4,060	+1.2	48,280	54,220	+12.3
August ...	6,650	6,700	+0.8	1,980	2,150	+8.6	3,870	4,040	+4.4	51,270	50,720	-1.1
September	6,530	6,930	+6.1	2,050	2,250	+9.8	3,910	3,990	+2.0	43,060	49,890	+15.9
October .	6,560	6,920	+5.5	2,180	2,350	+7.8	3,950	4,230	+7.1	47,820	49,230	+2.9
November.	6,460	6,650	+2.9	2,620	2,570	-1.9	4,040	3,910	-3.2	47,530	45,130	-5.0
December.	9,570	9,760	+2.0	6,450	6,680	+3.6	5,240	5,900	+12.6	54,900	66,610	+21.3
Annual Total .	77,550	82,440	+6.3	27,130	28,340	+4.5	46,860	49,900	+6.5	528,260	567,900	+7.5



TABLE 3. -- MANITOBA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948  
(in thousands of dollars)

Month	Total, All Trades		Grocery and Combination Stores		Meat Stores		Country General Stores		Department Stores		Variety Stores	
	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948
		%		%		%		%		%		%
January	25,410	27,540	+ 8.4	3,450	3,790	+ 9.9	360	400	+ 5.3	1,890	2,080	+10.1
February	24,520	25,580	+ 4.3	3,410	3,500	+ 2.6	360	320	-11.1	1,820	1,870	+ 2.7
March	30,180	30,650	+ 1.6	3,770	3,830	+ 1.6	400	390	-2.5	2,180	2,160	-0.9
April	31,640	33,950	+ 5.7	3,700	4,100	+10.8	440	450	+ 2.3	2,380	2,820	+18.9
May	34,350	36,610	+ 6.6	4,120	4,340	+ 5.3	520	560	+ 7.7	2,750	2,860	+ 4.0
June	32,410	37,910	+17.0	3,840	4,300	+12.0	520	530	+ 1.9	2,650	2,820	+10.2
July	32,660	36,740	+12.5	4,070	4,680	+15.0	490	570	+16.3	2,900	2,970	+ 2.4
August	33,870	35,560	+ 5.0	4,270	4,410	+ 3.3	550	570	+ 3.6	2,830	2,950	+ 4.3
September	37,620	40,780	+ 8.3	4,100	4,660	+14.1	580	690	+19.0	3,200	3,280	+ 2.5
October	39,150	46,170	+17.9	4,110	4,930	+20.0	730	680	-6.8	3,030	3,260	+ 7.6
November	38,450	43,530	+13.2	4,180	4,920	+ 8.1	520	520	0.0	2,940	3,070	+ 4.4
December	40,300	45,830	+13.7	4,190	4,880	+16.5	480	590	+22.9	2,910	3,250	+11.7
Annual Total	400,630	440,260	+ 9.9	47,200	51,980	+10.1	5,360	6,340	+ 8.4	31,480	35,000	+ 4.8
											103,350	+12.2
											4,120	4,440
												+ 7.8

Month	Motor Vehicle Dealers		Garages and Filling Stations		Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948	1947	1948
		%		%		%		%		%		%
January	2,400	2,640	+10.0	1,060	1,250	+16.0	340	390	+14.7	320	360	+12.5
February	1,870	1,860	-0.5	1,010	1,380	+36.6	320	320	(a)	310	320	+ 3.2
March	2,400	2,710	+12.9	1,560	1,410	-9.6	400	400	-0.0	410	360	-12.2
April	2,980	3,160	+ 5.7	1,500	1,690	+12.7	420	460	+ 9.5	420	400	-4.8
May	2,700	3,060	+13.3	1,670	2,030	+21.6	450	530	+17.8	440	470	+ 6.8
June	2,780	3,330	+19.8	1,640	2,420	+47.6	480	790	+63.7	400	450	+12.5
July	2,970	4,000	+34.7	1,860	2,050	+10.2	450	550	+22.2	410	430	+ 4.9
August	2,820	2,860	+ 1.4	1,180	2,120	+80.5	350	460	+31.4	370	370	0.0
September	3,610	3,780	+ 4.7	1,870	2,280	+21.9	470	470	0.0	500	480	-4.0
October	3,530	4,800	+36.8	2,260	2,630	+16.4	480	530	+10.4	530	590	+11.3
November	2,760	4,020	+44.6	1,850	2,310	+24.9	670	810	+20.9	700	720	+ 2.9
December	2,350	3,200	+36.2	1,920	1,940	+ 1.0	640	740	+15.6	650	640	-1.5
Annual Total	33,080	39,500	+19.4	20,170	23,470	+16.4	5,360	6,450	+20.3	5,480	5,890	+ 7.5
											6,620	+ 8.8
											2,740	2,790
												+ 1.8

(a) Data not available.

TABLE 3.-- MANITOBA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
January .	560	510	- 8.9	860	950	+10.5	140	140	(a)	310	340	+ 9.7	1,100	1,050	- 4.5	1,340	1,520	+13.4
February .	520	550	+ 7.7	770	850	+ 7.8	140	140	(a)	320	320	(a)	990	920	- 7.1	1,150	1,360	+18.3
March . .	680	590	-13.2	1,070	890	-16.8	180	130	-27.8	400	360	-12.5	1,190	1,120	- 5.9	1,050	1,310	+24.8
April . . .	920	730	-20.7	1,210	1,120	- 7.4	150	170	+13.3	340	400	+17.6	1,250	1,200	- 4.0	800	840	+ 5.0
May . . . .	1,000	1,040	+ 4.0	1,870	1,820	- 2.7	190	170	-10.5	360	320	-11.1	1,370	1,290	- 5.8	690	690	(a)
June . . . .	940	1,160	+23.4	1,890	2,340	+23.8	140	160	+14.3	310	350	+12.9	1,470	1,160	-21.1	710	700	- 1.4
July . . . .	990	960	- 3.0	1,800	2,120	+17.8	150	140	- 6.7	250	360	+44.0	1,610	1,650	+ 2.5	640	690	+ 7.8
August . . .	890	980	+ 7.9	1,640	2,120	+29.3	150	160	+ 6.7	270	330	+22.2	1,420	1,350	- 5.2	750	980	+30.7
September .	1,030	910	-11.7	1,840	2,070	+12.5	170	170	(a)	380	450	+18.4	1,340	1,410	+ 5.2	1,170	1,210	+ 3.4
October . .	1,140	1,210	+ 6.1	2,040	2,440	+19.6	190	160	-15.8	410	490	+19.5	1,410	1,450	+ 2.8	1,210	1,450	+19.8
November .	1,000	1,040	+ 4.0	1,520	1,800	+18.4	160	180	+12.5	430	420	- 2.3	1,170	1,230	+ 5.1	1,140	1,380	+21.1
December .	1,140	1,150	+ 0.9	980	1,190	+21.4	190	200	+ 5.3	540	490	- 9.3	1,220	1,170	- 4.1	1,510	1,440	+ 9.9
Annual Total .	10,810	10,840	+ 0.3	17,500	19,690	+12.5	1,960	1,920	- 2.0	4,320	4,620	+ 6.9	15,540	15,020	- 3.3	11,950	13,570	+13.5

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
January .	870	910	+ 4.6	210	220	+ 4.8	140	150	+ 7.1	3,180	3,130	- 1.6
February .	800	890	+11.3	210	200	- 4.8	130	140	+ 7.7	3,220	3,300	+ 2.5
March . . .	940	950	+ 1.1	270	290	+ 7.4	150	160	+ 6.7	3,940	3,990	+ 1.3
April . . .	920	940	+ 2.2	260	260	(a)	150	160	+ 6.7	4,560	4,600	+ 0.9
May . . . .	960	1,020	+ 6.3	300	350	+16.7	150	150	(a)	5,200	5,160	- 0.8
June . . . .	920	1,010	+ 9.8	310	350	+12.9	140	160	+14.3	4,730	5,650	+19.5
July . . . .	980	1,050	+ 7.1	250	310	+24.0	150	150	(a)	5,040	5,460	+ 8.3
August . . .	990	1,030	+ 4.0	330	310	- 6.1	160	150	- 6.2	5,610	5,680	+ 1.2
September .	930	1,070	+15.1	340	350	+ 2.9	150	160	+ 6.7	5,080	6,010	+19.0
October . .	970	1,130	+16.5	350	390	+11.4	170	170	(a)	5,220	5,520	+ 5.7
November .	900	1,010	+12.2	360	390	+ 8.3	150	160	+ 6.7	4,630	4,980	+ 7.6
December .	1,300	1,410	+ 8.5	930	1,040	+11.8	250	260	+ 4.0	5,060	5,580	+10.3
Annual Total .	11,480	12,410	+ 8.1	4,120	4,470	+ 8.5	1,890	1,940	+ 2.6	55,450	58,960	+ 6.3

(a) Change of less than 0.05%.

TABLE 3.-- SASKATCHEWAN -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948  
(in thousands of dollars)

Month	Total, All Trades			Grocery and Combination Stores		Meat Stores		Country General Stores		Department Stores		Variety Stores	
	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	$\frac{1948}{1947}$ %	1947	$\frac{1948}{1947}$ %
January .	21,560	25,840	+19.9	2,780	3,320	+19.4	530	490	-7.5	3,590	4,120	1,670	2,090
February .	20,890	20,880	+1.9	2,620	2,990	+6.0	520	440	-15.4	3,580	3,560	1,840	1,910
March . .	27,530	27,690	+1.3	3,180	3,210	+0.9	600	550	-8.3	4,490	4,350	1,820	1,840
April . . .	32,010	32,210	+0.6	3,160	3,510	+11.1	630	610	-3.2	4,710	4,700	2,800	2,840
May . . . .	36,420	42,920	+17.8	3,650	3,950	+8.2	790	710	-10.1	5,830	6,270	2,750	3,450
June . . . .	34,250	43,770	+27.8	3,550	4,150	+16.9	760	790	+3.9	5,370	6,130	2,390	3,110
July . . . .	36,680	44,900	+22.4	3,740	4,470	+19.5	700	840	+20.0	5,760	6,510	1,870	2,310
August . . .	40,480	42,500	+5.0	4,110	4,270	+3.9	810	800	-1.2	6,200	6,460	2,290	2,440
September .	39,860	47,450	+19.1	3,880	4,610	+18.8	840	880	+4.8	7,000	7,430	3,800	4,440
October . .	41,800	49,430	+18.3	3,870	4,480	+15.8	890	990	+11.2	6,720	7,120	3,400	3,800
November . .	36,190	41,410	+14.4	3,710	3,960	+6.7	740	800	+8.1	6,380	6,090	4,190	4,800
December . .	34,700	40,120	+15.6	3,700	3,790	+2.4	610	780	+27.9	6,300	6,600	4,300	5,240
Annual Total .	401,660	459,110	+14.3	42,160	46,690	+10.7	8,420	8,680	+3.1	65,930	69,340	35,390	41,770
												4,530	4,720
													+18.0
													+9.0

Month	Motor Vehicle Dealers			Garages and Filling Stations		Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	1948	$\frac{1948}{1947}$ %	1947	$\frac{1948}{1947}$ %	1947	$\frac{1948}{1947}$ %
January .	2,540	2,900	+14.2	650	1,070	+64.6	310	340	+9.7	500	530	80	100
February .	2,090	1,780	-14.8	690	770	+11.6	270	250	-7.4	410	420	60	70
March . . .	3,340	3,720	+11.4	820	910	+10.9	390	350	-10.3	550	510	90	100
April . . . .	4,370	4,190	-4.1	1,840	1,660	-9.8	420	410	-2.4	680	650	130	110
May . . . . .	4,820	5,680	+25.7	2,580	2,950	+14.3	400	460	+15.0	760	890	150	170
June . . . . .	4,520	5,470	+20.9	2,510	3,380	+34.7	410	450	+9.8	730	840	150	180
July . . . . .	4,130	4,520	+9.4	2,680	3,680	+37.3	330	360	+9.1	610	680	130	170
August . . . .	4,500	4,180	-7.1	3,440	3,770	+9.6	330	320	-3.0	570	530	130	130
September .	4,190	5,880	+40.3	2,510	2,880	+14.7	460	520	+13.0	710	880	170	170
October . . .	4,560	5,700	+25.0	2,490	3,060	+22.9	560	720	+28.6	1,490	1,350	160	200
November . .	4,190	5,030	+20.0	1,560	2,640	+63.9	600	620	+3.3	1,220	1,070	140	180
December . .	3,130	3,730	+19.2	1,690	2,200	+30.2	570	680	+19.3	950	1,040	130	160
Annual Total .	45,790	52,760	+15.2	23,650	28,860	+22.0	5,070	5,490	+8.3	9,170	9,410	1,520	1,730
													+13.8
													+19.4
													+5.6

(a) Change of less than 0.05%.



TABLE 3.---SASKATCHEWAN -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	1948 1947 %	1947	1948	1948 1947 %	1947	1948	1948 1947 %	1947	1948	1948 1947 %	1947	1948	1948 1947 %	1947	1948	1948 1947 %
January .	650	640	- 1.5	1,230	1,180	- 4.1	200	180	-10.0	180	170	- 5.6	1,170	1,090	- 6.8	670	840	+25.4
February.	600	550	-11.3	1,160	1,000	-13.8	170	130	-23.5	140	160	+14.3	1,110	1,020	- 8.1	750	870	+16.0
March ...	920	720	-21.7	1,510	1,160	-23.2	190	160	-15.8	180	200	+11.1	1,350	1,160	-14.1	740	950	+28.4
April ...	1,200	1,060	-11.7	1,800	1,350	-25.0	220	190	-13.6	190	210	+10.5	1,260	1,270	+ 0.8	510	670	+31.4
May .....	1,450	1,500	+ 3.4	2,910	2,270	-22.0	220	230	+ 4.5	170	200	+17.6	1,380	1,580	+ 6.3	520	490	- 5.8
June .....	1,320	1,310	- 0.8	2,980	2,970	- 0.3	220	210	- 4.5	170	220	+29.4	1,400	1,460	+ 4.3	580	710	+22.4
July .....	1,840	1,820	- 4.5	2,670	2,930	+ 2.1	190	210	+10.5	150	200	+33.3	1,510	1,630	+ 7.9	520	450	-15.5
August ...	1,230	1,210	- 1.6	2,660	2,740	+ 3.0	210	230	+ 9.5	190	200	+ 5.3	1,450	1,550	+ 6.9	600	600	(a)
September	1,200	1,270	+ 5.8	2,790	3,000	+ 7.5	240	210	-12.5	180	290	+61.1	1,310	1,530	+18.8	820	800	- 2.4
October .	1,310	1,530	+16.8	3,120	3,490	+11.9	280	300	+ 7.1	200	340	+70.0	1,500	1,640	+ 9.3	820	1,040	+26.8
November.	1,220	1,310	+ 7.4	2,320	2,700	+16.4	270	280	+ 3.7	250	210	-15.0	1,340	1,360	+ 1.5	810	960	+18.5
December.	1,140	1,300	+14.0	1,540	1,420	- 7.8	240	250	+ 4.2	250	90	-64.0	1,280	1,300	+ 1.6	900	1,000	+11.1
Annual Total .	13,590	13,690	+ 0.7	26,690	26,220	- 2.5	2,660	2,580	- 3.0	2,260	2,480	+ 9.7	15,980	16,400	+ 2.6	8,230	9,400	+14.2

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	1948 1947 %	1947	1948	1948 1947 %	1947	1948	1948 1947 %	1947	1948	1948 1947 %
January .	650	730	+12.3	160	160	(a)	160	180	+12.5	3,270	5,060	+54.4
February.	600	670	+11.7	160	110	-26.7	160	160	(a)	2,670	3,470	+20.9
March ...	700	700	(a)	170	120	-29.4	180	180	(a)	3,960	4,670	+16.7
April ...	690	740	+ 7.2	130	140	+ 7.7	180	180	(a)	6,290	6,220	- 1.1
May .....	720	850	+18.1	200	150	-25.0	170	210	+23.5	6,500	10,170	+56.6
June .....	720	760	+ 5.6	190	190	(a)	180	200	+11.1	5,670	10,450	+84.3
July .....	720	810	+ 6.6	160	160	(a)	190	200	+ 5.3	8,190	12,710	+55.2
August ..	770	800	+ 3.9	190	160	-16.0	200	210	+ 5.0	9,900	11,120	+12.3
September	760	800	+ 5.3	190	180	- 5.3	180	210	+16.7	7,800	10,500	+34.6
October .	920	980	+ 6.5	200	190	- 5.0	180	210	+10.5	9,660	9,660	+29.5
November.	760	820	+ 7.9	220	230	+ 4.5	180	200	+11.1	7,460	7,200	- 3.5
December.	1,050	1,140	+ 8.6	550	560	+ 1.8	280	280	(a)	4,880	7,290	+49.4
Annual Total .	9,050	9,740	+ 7.6	2,450	2,360	- 3.7	2,220	2,420	+ 9.0	71,910	98,410	+36.9

(a) Change of less than 0.05%.

TABLE 3.-- ALBERTA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948  
(in thousands of dollars)

Month	Total, All Trades		Grocery and Combination Stores				Meat Stores		Country General Stores				Department Stores				Variety Stores	
			1947		1948		1947	1948	1947	1948	1947	1948	1947	1948	1947	1948		
			%		%		%		%		%		%		%			
January	28,720	33,800	+17.7	3,550	4,280	+20.6	780	790	+1.3	3,420	3,890	+13.7	2,230	2,840	+27.4	310	+19.4	
February	27,760	27,350	-1.5	3,690	3,690	(a)	730	660	-9.6	3,360	3,340	-0.6	2,410	2,500	+3.7	320	+12.5	
March	33,800	36,180	+7.0	3,890	4,220	+8.5	790	780	-1.3	3,780	4,220	+11.6	3,070	4,140	+7.0	370	+46.0	
April	36,560	37,020	+1.3	3,920	4,500	+14.8	840	890	+6.0	4,070	4,430	+8.8	3,080	3,900	+26.6	430	+44.0	
May	38,180	42,100	+12.9	4,510	4,780	+6.0	940	900	-4.3	4,690	4,970	+6.0	3,140	3,920	+24.8	480	+40.0	
June	37,520	45,380	+20.9	4,350	4,940	+13.6	920	960	+4.3	4,420	5,400	+22.2	2,900	3,770	+30.0	500	+16.3	
July	38,980	45,170	+16.2	4,470	5,300	+18.6	910	1,010	+11.0	4,600	5,210	+13.3	2,610	3,300	+26.4	460	+10.9	
August	41,060	45,870	+11.7	4,530	5,300	+14.6	900	1,000	+11.1	4,900	5,440	+11.0	3,240	3,670	+13.3	440	+9.1	
September	41,650	47,720	+14.6	4,550	5,580	+22.6	920	1,110	+20.7	4,980	5,720	+14.9	4,550	4,830	+6.2	410	+4.6	
October	42,420	51,650	+21.8	4,680	5,540	+18.4	1,080	1,310	+21.3	5,320	6,100	+14.7	4,210	5,730	+36.1	470	+59.0	
November	43,050	51,040	+18.6	4,780	5,300	+10.9	900	1,130	+25.6	5,380	5,450	+1.3	5,020	5,880	+17.1	610	+31.7	
December	44,350	54,710	+21.8	4,950	5,640	+13.9	1,020	1,340	+31.4	5,680	6,310	+11.1	5,430	6,890	+26.9	1,040	+83.1	
Annual Total	464,590	518,990	+14.2	51,980	59,070	+13.6	10,720	11,900	+11.0	54,590	60,460	+10.8	42,670	51,370	+20.4	5,730	+16.4	

Month	Motor Vehicle Dealers		Garages and Filling Stations				Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores					
	1947	1948	%	1947	1948	%	1947	1948	1947	1948	1947	1948	1947	1948				
January	3,710	4,540	+22.4	1,580	2,060	+30.4	470	600	+27.7	350	350	(a)	510	620	+21.6	160	210	+31.3
February	3,400	3,030	-10.9	1,470	1,370	-6.8	500	470	-6.0	360	310	-13.9	460	430	-6.5	120	130	+8.3
March	4,550	4,600	+1.1	1,630	1,690	+3.7	630	570	-9.5	430	440	+2.3	650	660	(a)	180	210	+16.7
April	4,890	4,690	-4.1	1,960	1,880	-4.1	630	590	-6.3	480	500	+4.2	660	760	+16.9	230	240	+4.3
May	4,990	5,930	+18.8	2,070	2,430	+17.4	640	700	+9.4	480	580	+20.8	660	840	+27.3	230	280	+21.7
June	5,240	6,050	+15.5	2,140	2,490	+16.4	620	720	+16.1	490	560	+14.3	540	720	+33.3	230	290	+26.1
July	5,100	5,770	+13.1	2,390	2,980	+24.7	540	600	+11.1	460	520	+13.0	530	700	+32.1	250	300	+20.0
August	5,120	5,280	+3.1	2,430	2,550	+4.9	540	570	+5.6	440	490	+11.4	540	700	+29.6	250	280	+12.0
September	5,500	6,040	+9.8	2,230	2,610	+17.0	630	750	+19.0	480	560	+16.7	600	860	+43.3	310	270	-12.9
October	6,030	6,150	+2.0	2,260	2,730	+20.8	710	1,020	+43.7	560	800	+42.9	680	1,100	+61.8	240	320	+33.3
November	5,420	7,380	+36.2	2,040	2,180	+6.9	860	910	+5.8	710	810	+14.1	780	1,100	+41.0	260	280	+7.7
December	4,350	6,920	+59.1	1,950	2,350	+20.5	1,090	1,220	+11.9	760	840	+10.5	910	1,120	+23.1	270	350	+29.6
Annual		66,380	+13.9	24,150	27,280	+13.0	7,860	8,770	+11.6	5,990	6,750	+12.7	7,500	9,590	+27.9	2,750	3,170	+15.3
Total																		

TABLE 3.-- ALBERTA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947
			%			%			%			%			%			%
January	940	1,060	+12.8	1,380	1,730	+25.4	650	680	+ 4.6	230	360	+56.5	1,760	1,750	- 0.6	420	240	-42.9
February	930	920	- 1.1	1,250	1,400	+12.0	570	500	-12.3	260	290	+11.5	1,650	1,590	- 3.6	420	130	-69.0
March	1,080	1,160	+ 7.4	1,620	1,670	+ 3.1	680	590	-13.2	280	300	+15.4	1,880	1,780	- 5.3	270	130	-51.9
April	1,330	1,240	- 6.8	2,240	1,810	-19.2	670	740	+10.4	240	300	+25.0	1,860	1,680	- 9.7	170	110	-35.3
May	1,390	1,690	+21.6	2,350	2,340	- 0.4	640	660	+ 3.1	300	280	- 6.7	1,850	1,720	- 7.0	180	100	-44.4
June	1,370	1,680	+22.6	2,690	3,300	+22.7	620	680	+ 9.7	220	250	+13.6	1,900	1,870	- 1.6	130	100	-23.1
July	1,320	1,440	+ 9.1	2,690	3,130	+20.8	550	650	+18.2	230	270	+17.4	2,250	2,300	+ 2.2	150	100	-33.3
August	1,410	1,630	+15.6	3,620	3,620	+ 0.0	620	680	+ 9.7	270	310	+14.8	2,150	2,080	- 3.3	140	140	+ 0.0
September	1,500	1,760	+17.3	2,740	3,440	+25.5	650	690	+ 6.2	340	380	+11.8	1,850	2,080	+12.4	230	180	-21.7
October	1,470	1,830	+24.5	2,720	3,770	+38.6	720	1,040	+44.4	390	490	+25.6	1,860	2,220	+19.4	320	220	-31.2
November	1,580	1,760	+11.4	2,300	3,650	+58.7	820	890	+ 8.5	410	460	+12.2	2,190	2,190	+ 0.0	370	260	-29.7
December	1,840	2,250	+22.3	1,760	2,050	+16.5	680	800	+17.6	460	540	+17.4	1,860	2,200	+18.3	370	260	-29.7
Annual Total	16,170	18,420	+13.9	26,310	31,910	+21.3	7,890	8,600	+ 9.0	3,620	4,230	+16.9	22,800	23,610	+ 3.6	3,140	1,970	-37.3

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947	1947	1948	1948 1947
			%			%			%			%
January	920	1,000	+ 8.7	270	290	+ 7.4	210	200	- 4.8	4,870	5,940	+22.0
February	840	890	+ 6.0	220	210	- 4.5	210	220	+ 4.8	4,590	4,110	- 11.5
March	920	990	+ 7.6	240	260	+ 8.3	180	180	+ 0.0	5,900	7,140	+20.3
April	940	980	+ 4.3	220	250	+13.6	230	320	+39.1	7,470	6,820	- 8.7
May	950	980	+ 3.2	290	290	+ 0.0	280	270	- 3.6	7,190	8,960	+24.6
June	910	980	+ 7.7	270	310	+14.8	230	230	+ 0.0	6,900	9,580	+38.8
July	920	1,000	+ 8.7	280	320	+14.3	290	330	+13.8	8,030	9,370	+16.7
August	900	970	+ 7.8	310	340	+ 9.7	280	290	+ 3.6	8,870	9,900	+11.6
September	920	1,050	+14.1	270	370	+37.0	260	350	+34.6	7,730	8,620	+11.5
October	970	1,140	+17.5	290	400	+37.9	290	350	+20.7	7,150	8,800	+23.1
November	920	1,010	+ 9.8	370	380	+ 2.7	320	350	+9.4	7,270	8,910	+22.6
December	1,440	1,520	+ 5.6	850	1,050	+23.5	470	600	+27.7	7,750	9,180	+18.5
Annual Total	11,560	12,600	+ 8.1	3,900	4,480	+14.9	3,250	3,720	+14.5	83,710	98,140	+17.2

(a) Change of less than 0.05%.



TABLE 3.-- BRITISH COLUMBIA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Total, All Trades		Grocery and Combination Stores		Meat Stores		Country General Stores		Department Stores		Variety Stores	
	1947	1948 1947	1947	1948 1947	1947	1948 1947	1947	1948 1947	1947	1948 1947	1947	1948 1947
January .	42,760	51,410	6,390	7,830	1,900	1,840	2,240	2,680	4,870	6,200	380	480
February .	43,490	46,480	6,350	7,320	1,790	1,810	2,380	2,580	5,400	5,940	430	480
March ...	51,010	57,030	7,140	8,170	1,990	1,840	2,500	2,970	6,900	8,070	500	590
April ...	51,040	59,790	7,040	8,360	1,930	1,900	2,550	3,020	6,320	8,220	500	550
May .....	55,590	59,970	7,790	8,570	2,080	1,950	3,020	3,100	6,970	8,190	520	570
June .....	56,120	62,000	7,580	8,510	1,970	1,920	3,180	3,620	6,530	7,660	510	550
July .....	57,900	62,820	7,550	9,060	1,960	1,960	3,310	3,730	6,550	7,290	540	590
August ...	58,330	62,280	7,910	8,480	2,090	1,950	3,500	3,590	6,780	8,020	560	580
September	58,480	62,470	7,800	8,630	1,940	1,880	3,490	4,030	8,400	8,840	540	550
October ..	58,710	65,120	8,140	9,180	2,140	2,310	3,260	3,610	7,860	9,770	550	700
November .	59,750	64,180	8,460	9,040	2,080	2,030	3,090	3,390	8,960	10,810	690	720
December .	72,290	77,970	8,730	10,230	2,630	2,510	3,760	3,980	11,680	13,370	1,380	1,510
Annual Total .	664,390	731,420	90,680	103,380	24,490	23,890	36,260	40,480	87,030	102,370	7,100	7,850

Month	Motor Vehicle Dealers		Garages and Filling Stations		Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1947	1948 1947	1947	1948 1947	1947	1948 1947	1947	1948 1947	1947	1948 1947	1947	1948 1947
January .	3,930	4,980	2,110	2,590	880	1,040	560	770	1,230	1,370	510	590
February .	3,820	3,640	2,030	2,160	980	920	560	600	1,200	1,100	550	550
March ...	4,380	5,650	2,270	2,480	1,180	1,110	710	700	1,570	1,750	860	820
April ...	4,860	6,140	2,440	2,730	1,060	1,220	710	940	1,410	1,750	840	730
May .....	4,680	5,600	2,570	2,670	1,200	1,210	810	860	1,620	1,760	830	760
June .....	5,020	5,570	2,650	3,360	1,260	1,280	830	930	1,360	1,650	730	780
July .....	5,130	4,740	3,200	3,080	1,180	1,140	880	930	1,290	1,490	720	770
August ...	4,770	4,590	2,840	2,940	1,220	1,190	920	910	1,250	1,610	770	710
September	5,460	5,070	2,670	2,920	1,360	1,250	920	880	1,530	1,810	900	780
October ..	5,610	5,130	2,620	2,900	1,370	1,570	960	890	1,560	1,840	720	780
November .	5,400	5,560	2,750	2,700	1,430	1,470	940	890	1,620	1,840	710	720
December .	4,840	5,250	2,880	2,380	1,990	2,150	1,390	1,440	2,360	2,390	970	910
Annual Total .	58,070	61,620	30,520	32,930	15,160	15,530	10,200	10,820	18,020	19,640	8,700	8,700

(a) Change of less than 0.05%.

TABLE 3.-- BRITISH COLUMBIA -- Estimated Retail Trade--by Kinds of Business and Months--1947 and 1948

(in thousands of dollars)

Month	Hardware Stores			Lumber & Building Material Dealers			Furniture Stores			Appliance & Radio Dealers			Restaurants			Coal & Wood Dealers		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
January .	810	1,110	+37.0	830	1,250	+50.6	1,090	1,110	+1.8	520	670	+28.8	2,510	2,690	+7.2	1,040	1,060	+1.9
February .	1,020	1,090	+6.9	800	1,080	+35.0	1,090	1,090	(a)	470	540	+14.9	2,360	2,470	+4.7	880	810	-8.0
March . .	1,250	1,300	+4.0	1,050	1,430	+36.2	1,250	1,310	+4.8	470	690	+46.8	2,550	2,670	+4.7	700	960	+37.1
April . . .	1,260	1,510	+19.8	1,030	1,670	+62.1	1,140	1,450	+27.2	480	720	+50.0	2,700	2,620	-3.0	850	750	-11.8
May . . . .	1,550	1,520	-0.7	1,220	1,600	+31.1	1,350	1,510	+12.0	530	730	+37.7	2,780	2,870	+3.2	630	600	-4.8
June . . . .	1,520	1,640	+19.7	1,250	1,780	+42.4	1,230	1,350	+9.8	520	680	+30.8	2,890	2,790	-3.5	580	490	-17.9
July . . . .	1,360	1,640	+7.4	1,210	1,520	+25.6	1,280	1,110	-13.3	520	660	+26.9	3,290	3,310	+0.6	580	540	-6.9
August . .	1,430	1,510	+5.6	1,350	1,740	+28.9	1,310	1,330	+1.5	520	540	+3.8	3,280	3,300	+0.6	750	880	+17.3
September	1,570	1,550	+11.7	1,380	1,710	+23.9	1,350	1,170	-14.0	590	600	+1.7	2,900	3,050	+5.2	720	990	+37.5
October .	1,510	1,600	+6.0	1,440	1,680	+16.7	1,350	1,520	+12.0	640	760	+18.8	2,630	2,790	+6.1	860	860	(a)
November .	1,600	1,600	+0.0	1,360	1,720	+26.5	1,690	1,410	-16.6	780	830	+6.4	2,570	2,750	+7.0	790	1,100	+39.2
December .	2,070	1,920	-7.2	1,220	1,190	-2.5	1,670	1,550	-7.2	840	890	+6.0	3,000	2,920	-2.7	960	1,550	+61.5
Annual Total .	16,560	17,780	+7.4	14,130	18,390	+30.1	15,790	15,610	-0.1	6,680	8,310	+20.8	33,550	34,230	+2.0	9,430	10,590	+12.3

Month	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$	1947	1948	$\frac{1948}{1947}$
January .	1,280	1,540	+20.3	440	470	+6.8	710	780	+9.9	8,530	10,350	+21.5
February .	1,240	1,480	+19.4	470	420	-10.6	720	740	+2.8	9,250	9,660	+4.4
March . .	1,310	1,570	+19.8	480	510	+8.5	770	790	+2.6	11,030	11,850	+7.4
April . . .	1,270	1,500	+18.1	480	550	+14.6	770	740	-3.9	11,460	12,720	+11.0
May . . . .	1,360	1,530	+12.5	610	570	-6.6	840	790	-6.0	12,850	13,290	+3.4
June . . . .	1,320	1,530	+15.9	650	650	(a)	780	770	-1.3	12,830	14,490	+12.9
July . . . .	1,430	1,550	+8.4	680	670	-1.5	840	820	-2.4	14,600	16,400	+12.3
August . .	1,420	1,510	+6.3	720	770	+7.0	870	790	-9.2	14,210	15,640	+10.1
September	1,430	1,560	+9.1	620	630	+1.6	780	740	-5.1	12,300	14,050	+14.2
October .	1,470	1,670	+13.6	630	670	+6.3	760	770	+1.3	12,440	13,850	+11.3
November .	1,410	1,480	+5.0	780	660	-15.4	770	730	-5.2	11,790	12,930	+9.7
December .	2,120	2,180	+2.8	1,870	1,840	-1.6	1,060	950	-10.4	15,370	16,860	+9.7
Annual Total .	17,020	19,020	+11.8	8,450	8,390	-0.7	9,700	9,390	-3.2	146,650	162,100	+10.6

(a) Change of less than 0.05%.

Appendix 1.SUMMARY OF ESTIMATION METHODS

The sales estimates appearing in the preceding tables are a composite of separate estimates obtained for chain and independent stores, both of which are described below.

Chain Stores

A sample providing for approximately 90% coverage in each trade and province was used. Estimates for 1947 were revised to agree with results of the complete survey of chain stores conducted for that year. Final estimates for 1948 and subsequent years will be adjusted in the same manner when the annual survey results are completed. Monthly reports are being supplied by a total of 260 chain companies operating some 5,100 stores.

Independent Stores

All independent retail businesses listed in 1941 Census records were grouped according to:

- (i) kind of business
- (ii) province
- (iii) size of business (based on 1941 sales)

Sample stores were selected using ratios calculated to give representation to each class of store. A lower proportion of stores was chosen in Ontario and Quebec where the density of retail businesses is greatest. Similarly, selection ratios were such that a small proportion of stores in the lower sales-size categories was used and progressively larger proportions as the sales-size increased. Random selection methods were used.

Stores included in the sample were required to report monthly sales figures from January, 1947 onwards. The 1941-1947 trend in sales of all sample stores within each kind-province-size category was applied to the total 1941 sales of all stores within that category in order to arrive at 1947 estimates of sales. Seasonal patterns were developed from the information supplied by the sample stores and applied to the total estimated annual sales in order to obtain monthly estimates. Results for the different size categories are not published separately, since these were used only to give proper recognition to the variable trends by size of business.

Monthly estimates for 1948 were obtained by applying the monthly percentage change, (1948 over 1947), to the 1947 estimates for the corresponding month. A similar method will be employed in subsequent years.

A sample of 6,500 independent stores is now reporting to the Bureau each month. Reports are also received from 31 departmental firms.



Appendix 2.DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

Grocery and Combination Stores: This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat, provided meat sales are less than 80% of total sales.

Country General Stores: Under this classification are included all stores carrying a general line of merchandise and operating in communities of less than 2,000 population.

Department Stores: Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

Motor Vehicle Dealers: Includes all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate a repair garage in connection with the business. Used car dealers are not included.

Garages and Filling Stations: Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles exceeds sales of the commodities mentioned, the business is not included in the retail trade.

Women's Clothing Stores: This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

Appliances and Radio Stores: All stores trading mainly in household appliances and radios are included under this classification.

All Other Trades: This includes all those stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.

Appendix 3.LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade .

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade
- Current Trends in Food Distribution

SPECIAL:

- Operating Results Series
  - Independent Stores - 6 bulletins,  
23 trades
  - Wholesale Stores - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa







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*Summary*

RETAIL TRADE

1949







# RETAIL TRADE

1949

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## IMPORTANT NEW REFINEMENTS

Estimates Adjusted For Effect of Changes in Number of Stores

Chain and Independent Store Sales Shown Separately



It is important to know what changes have been made in the retail trade estimates. The new series is not comparable with previously-published figures for the years since 1941. Appendix 1 reviews the refinements.

# RETAIL TRADE

1949

A record total of \$8,427,900,000 was spent in Canada's retail stores during 1949. Sales exceeded the 1948 figure of \$7,839,300,000 by 7.5% and were about 2-1/2 times total sales in 1941, the last Census year.

Sales were higher in 1949 than in 1948 for all provinces, and for all trades with the exception of family clothing stores and coal and wood dealers.

The manner in which durable goods sales forged ahead provided the outstanding feature of retail trade in 1949. Motor vehicle dealers reported sales 24% higher, while an increase of 18% was recorded by appliance and radio stores. In the case of motor vehicle dealers, the increase was attributable largely to the much-expanded distribution of new motor vehicles, and particularly of passenger cars, as the following summary of unit sales indicates:

## Sales of New Motor Vehicles 1948 and 1949

	1948	1949	% Change 1949/1948
Passenger cars	145,655	202,318	+ 39
Trucks and buses	75,645	84,023	+ 11

Housing construction was proceeding at a rapid rate in 1949 and this accounted for the increased sales of retail lumber and building materials dealers. The need for refrigeration, heating equipment and other major appliances was a factor in the sharp increase in appliance and radio dealers' sales. The furniture trade, on the other hand, showed no tendency to respond to the housing boom and sales were up only 1% over 1948 figures.

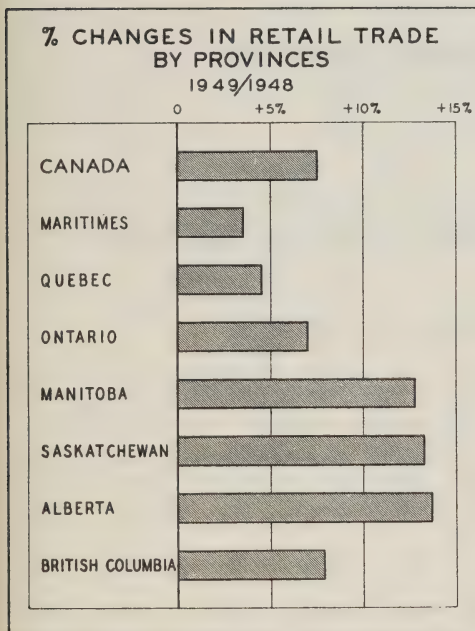
A remarkable fact about Canada's retail business during 1949 was its stability in the face of a downward turn in business in the United States. The following table, showing the course of sales in the two countries in 1949, reveals the divergence of trends.

## % Change in Retail Trade - Canada and United States, 1949/1948

	Canada	United States
January	+ 2	- 5
February	+ 8	- 2
March	+ 8	- 5
April	+20	+ 5
May	+ 9	+ 1
June	+ 9	- 1
July	+ 7	- 7
August	+ 9	- 2
September	+ 9	- 2
October	+ 4	- 6
November	+ 4	- 2
December	+ 4	- 4
Annual Total	+ 8	- 3

Some of the increase in sales between 1948 and 1949 was accounted for by the increase in the number of establishments operating. The effect, as between these two years, was very slight, as the following table indicates.

The first column shows the 1949 estimates without allowance for the effect of the net change in the number of establishments between 1948 and 1949. The second column shows sales figures with that adjustment, and the third column shows that part of the total volume which was accounted for by the net change in the number of stores operating in each case:



1949 Retail Trade Estimates

<u>Trade</u>	<u>Unadjusted Sales</u>	<u>Adjusted Sales</u>	<u>Amount of Change</u>
Grocery and Combination	\$ 1,328,500,000	\$1,336,900,000	+ \$ 8,400,000
Motor Vehicle Dealers	973,200,000	1,030,500,000	+ 57,300,000
Furniture	150,300,000	148,900,000	- 1,400,000
Appliance and Radio	119,500,000	130,700,000	+ 11,200,000
Drug	192,700,000	199,700,000	+ 7,000,000
Jewellery	75,200,000	74,300,000	- 900,000

Price changes cannot be overlooked when interpreting changes in sales volume. Sales increases do not accurately reflect changes in the physical quantities of merchandise sold during a period when price levels are also changing. It is impossible to make direct comparisons between price and sales statistics, but some indication of the effect of price changes in 1949 is given by the following price increases for certain classes of consumer commodities:

<u>Commodity Group</u>	<u>Retail Price % Change 1949/1948</u>
Food	+ 3.8
Clothing	+ 5.0
Home Furnishings and Services	+ 3.2
Miscellaneous	+ 4.4

The position of the five leading trades, in their relation to the total is shown in the following table:

Major Trades Related to Total Volume - 1941, 1947, 1948 and 1949

(Millions of Dollars)

Selected Trades	1941		1947		1948		1949	
	Sales	% of Total	Sales	% of Total	Sales	% of Total	Sales	% of Total
Retail Trade - Total	3,436.8	100.0	6,970.9	100.0	7,839.3	100.0	8,427.9	100.0
Grocery & Combination Stores	567.3	16.5	1,085.7	15.6	1,254.5	16.0	1,336.9	15.9
Department Stores	377.8	11.0	706.8	10.1	803.1	10.2	855.5	10.2
Motor Vehicle Dealers	360.2	10.5	746.3	10.7	833.9	10.6	1,030.5	12.2
Country General Stores	213.3	6.2	442.0	6.3	477.3	6.1	478.9	5.7
Garages & Filling Stations	205.1	6.0	380.1	5.5	440.5	5.6	483.0	5.7
Total, 5 Trades	1,723.7	50.2	3,360.9	48.2	3,809.3	48.5	4,184.8	49.7
All Other Trades	1,713.1	49.8	3,610.0	51.8	4,030.0	51.5	4,243.1	50.3

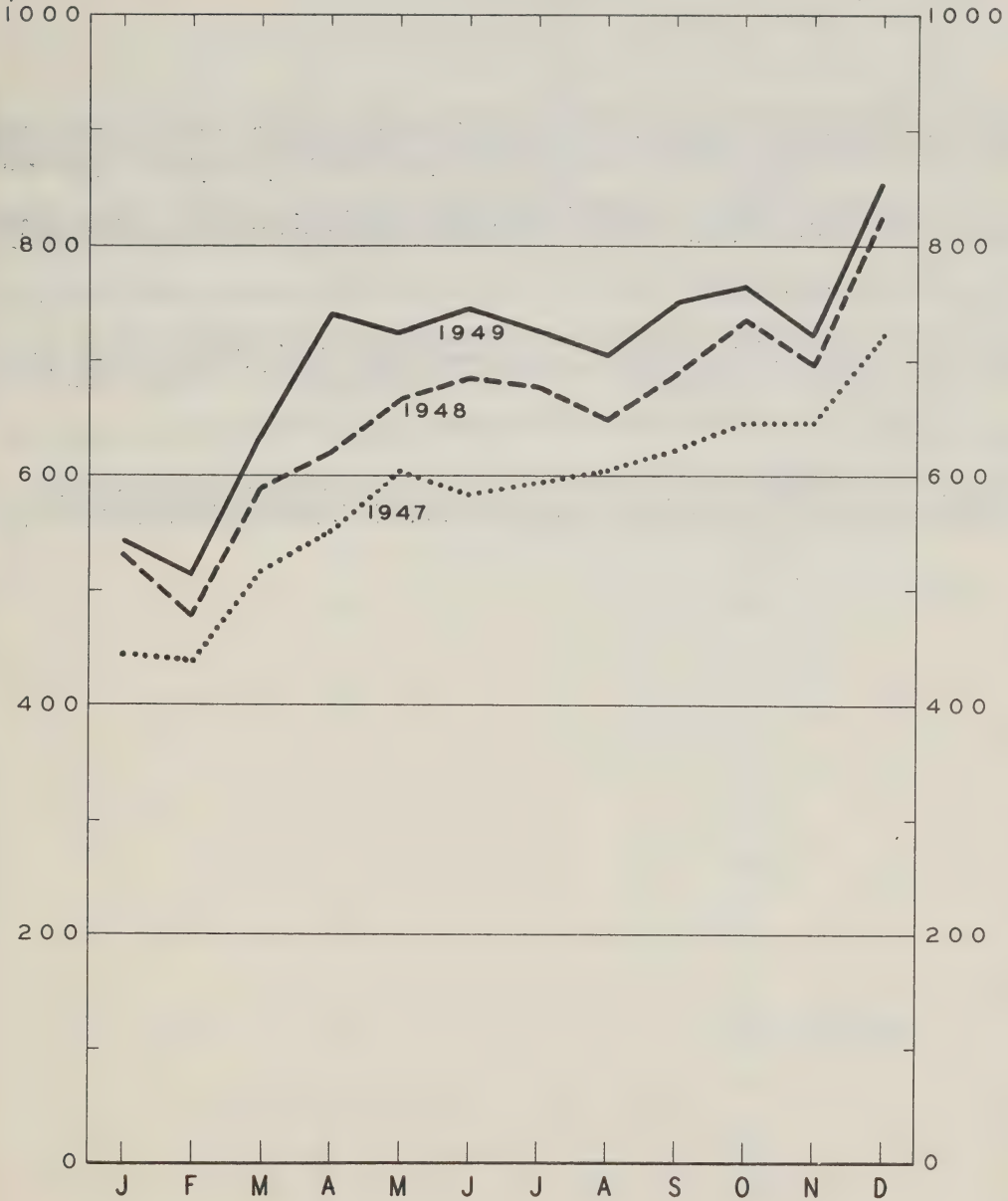


# TOTAL RETAIL TRADE

— BY MONTHS —

\$ MILLIONS

\$ MILLIONS



In terms of dollar volume, the five largest trades accounted for 49.7% of the total retail trade in 1949. These same trades were responsible for 50.2% of the business done in 1941. The most significant shift was the increased proportion of total sales obtained by motor vehicle dealers - from 10.5% in 1941 to 12.2% in 1949. Other shifts were quite moderate, with the other four trades each accounting for a slightly smaller proportion of total sales in 1949 than in 1941.

Canadians spent \$1,336,900,000 in food stores in 1949, a gain of 6.6% compared with 1948 sales volume, and nearly 2-1/2 times the amount spent in grocery and combination stores in 1941. These sales constituted 16% of the total business done by retail stores in 1949. Department stores reported sales volume of \$655,500,000 in 1949, 6.5% above the \$603,100,000 for 1948.

Results for most trades indicated rather moderate increases in sales volume, with family clothing stores and fuel dealers failing to reach their 1948 levels.

In each of the three Prairie Provinces reported sales 13% or 14% higher in 1949 compared with 1948, but other provincial gains were close to the increase reported for Canada as a whole (7.6%). The effect of rapidly developing resources and manufacturing activity, particularly in Alberta and Manitoba, helped promote a steady rise in consumer expenditures at a rate not equalled elsewhere in Canada during 1949.

Any slight differences between the totals and their components, in the tables of this bulletin, are due to the rounding of the figures.

Table 3 gives a breakdown of retail trade estimates, not only by provinces and kind of business, but also by chain and independent store totals. This is the first time, apart from the Census, that Canadian retail trade estimates have been given in this detail. It will be noted that in certain cases the chain and independent breakdown has not been shown, in order to avoid disclosure of any individual firm's operations.

# RETAIL TRADE, 1949

— SALES BY TRADES  
— % CHANGE FROM 1948

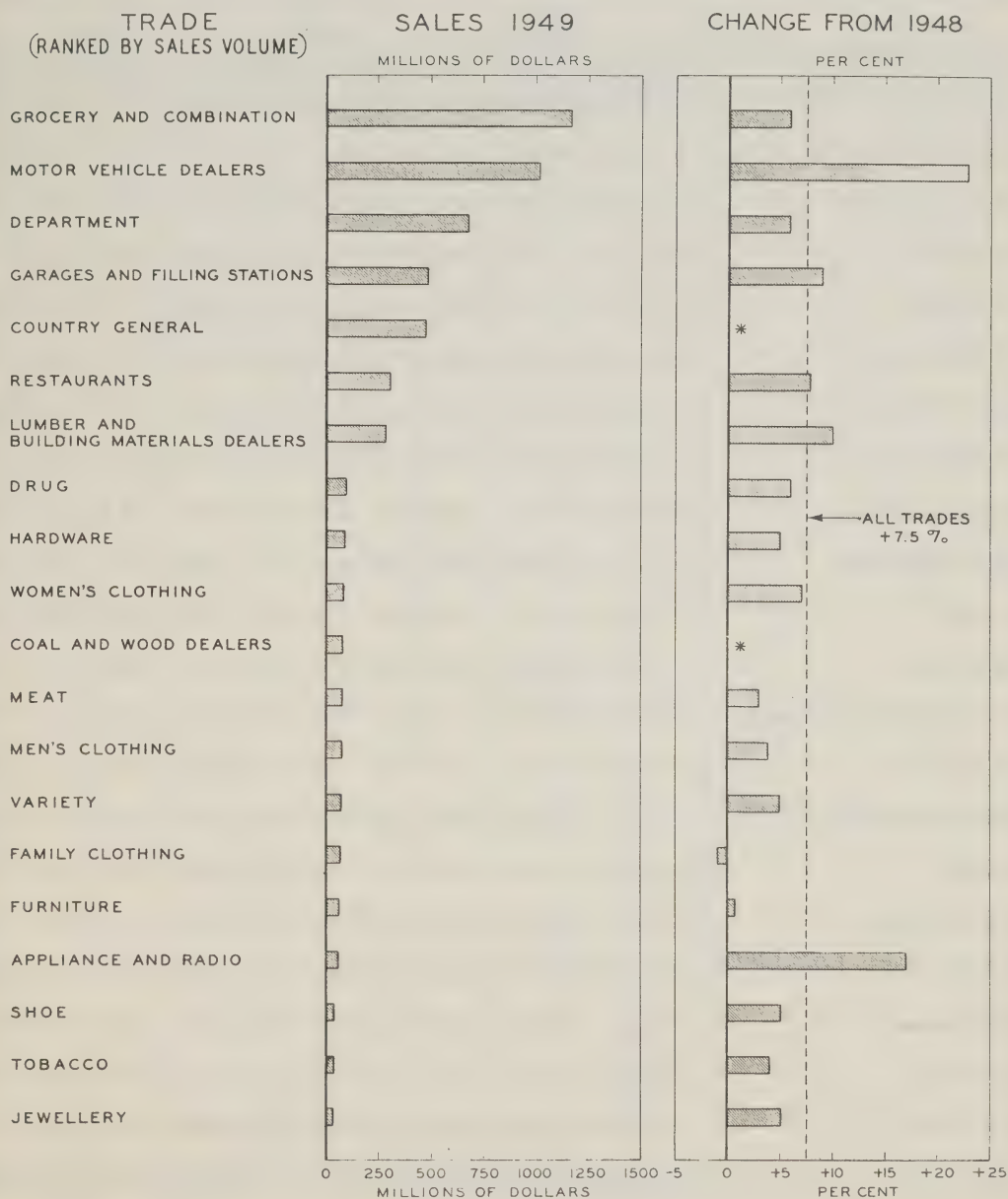




TABLE 1.--ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS, 1941, 1947, 1948 &amp; 1949

(in millions of dollars)

Kind of Business	CANADA				MARITIMES				QUEBEC			
	1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949
Grocery & Combination Stores	567.3	1,085.7	1,254.5	1,336.9	56.4	104.7	114.0	114.2	163.8	325.6	378.6	399.3
Meat Stores	80.0	162.9	170.2	176.1	2.1	4.9	4.5	5.1	26.2	45.0	48.8	50.1
Country General Stores	213.3	442.0	477.3	478.9	26.8	67.2	70.7	64.4	49.3	94.1	102.4	101.3
Department Stores	377.8	706.8	803.1	855.5	28.7	60.8	68.3	63.8	58.5	120.1	130.2	135.2
Variety Stores	85.2	136.0	155.9	163.7	11.3	15.4	16.7	17.6	22.7	40.8	46.5	47.6
Motor Vehicle Dealers	360.2	746.3	833.9	1,030.6	30.9	55.7	57.1	66.5	68.3	156.4	173.2	195.7
Garages & Filling Stations	205.1	380.1	440.5	483.0	15.0	26.1	30.1	31.5	40.8	81.5	95.0	102.2
Men's Clothing Stores	79.9	154.2	165.5	172.2	6.9	13.8	13.8	14.0	20.2	34.7	40.6	41.6
Family Clothing Stores	73.8	147.4	158.5	156.8	7.5	15.9	16.4	17.1	25.3	48.4	54.4	49.9
Women's Clothing Stores	71.1	140.9	167.8	181.1	4.0	8.2	9.2	9.4	18.1	33.5	40.9	49.9
Shoe Stores	44.0	85.2	90.6	95.4	3.5	6.2	5.8	6.5	12.5	22.5	24.2	28.5
Hardware Stores	73.1	168.3	183.8	193.9	5.0	10.4	11.3	11.2	16.7	38.3	42.1	42.4
Lumber & Building Materials Dealers	79.8	207.6	253.0	278.2	4.4	5.5	6.4	6.5	11.9	24.8	31.4	32.4
Furniture Stores	64.1	141.0	147.5	148.9	4.3	8.4	8.5	8.7	21.3	38.7	41.4	40.9
Appliance & Radio Stores	45.9	98.6	111.2	130.7	2.1	10.0	9.5	12.4	10.3	25.7	29.1	32.6
Restaurants	126.6	270.8	296.6	321.5	7.6	12.5	12.2	13.1	27.6	49.8	52.0	62.0
Coal & Wood Dealers	98.6	157.0	179.2	179.3	7.5	11.4	13.4	11.8	22.1	35.0	39.5	41.3
Drug Stores	100.9	170.7	187.1	199.7	8.3	13.9	15.4	15.9	18.1	33.4	36.8	38.5
Jewellery Stores	38.4	69.0	70.5	74.3	2.8	5.0	5.2	6.3	9.3	20.1	20.0	19.1
Tobacco Stores	43.2	76.7	81.0	84.8	1.7	2.6	2.1	3.6	12.8	20.4	21.1	22.4
All Other Trades	608.7	1,423.9	1,611.6	1,686.6	45.7	104.2	112.2	114.1	163.0	347.5	361.2	357.7
Total All Trades	3,436.8	6,970.9	7,839.3	8,427.9	282.8	552.8	593.1	613.8	818.7	1,636.2	1,809.3	1,890.7

TABLE 1.--ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS, 1941, 1947, 1948 &amp; 1949

(in millions of dollars)

ONTARIO				MANITOBA				SASKATCHEWAN				ALBERTA				BRITISH COLUMBIA			
1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949	1941	1947	1948	1949
230.7	413.7	486.7	529.3	26.1	47.5	54.1	58.1	19.8	38.4	42.4	47.2	25.2	51.8	59.9	66.8	45.3	104.1	118.8	122.1
31.4	57.0	59.5	59.5	2.6	6.0	6.3	8.0	3.2	7.9	8.3	8.3	5.3	12.4	13.0	13.9	9.1	29.8	29.7	31.2
44.3	90.7	98.9	94.2	17.0	33.0	33.2	35.0	32.7	71.6	75.4	85.2	27.2	54.2	62.4	65.4	16.1	31.2	33.4	33.4
151.5	267.6	304.0	320.2	56.7	103.4	115.4	126.1	17.6	35.4	41.5	44.8	20.5	42.7	51.1	56.5	44.4	87.0	102.5	108.9
37.6	58.5	69.0	73.8	2.4	4.1	4.4	4.4	2.7	4.3	4.7	4.9	3.9	5.7	6.7	7.6	4.6	7.1	7.9	7.8
151.3	297.0	327.7	394.6	18.7	36.2	50.3	75.1	25.9	45.0	54.1	63.9	31.1	55.5	63.2	77.7	33.9	100.5	108.3	156.9
97.2	157.9	176.7	196.7	10.6	20.9	26.6	27.7	10.6	25.9	33.0	40.9	14.0	29.9	33.2	32.2	16.8	37.9	45.8	51.9
37.0	69.8	72.2	75.8	2.9	5.2	6.5	7.8	2.4	4.7	5.1	5.1	4.0	10.4	10.2	11.7	6.4	15.6	17.0	16.2
25.3	46.5	48.0	49.1	2.6	6.4	7.1	6.4	5.1	9.4	9.8	11.1	3.2	6.6	7.1	7.3	4.9	14.1	15.8	16.0
32.2	58.8	69.9	69.1	2.8	5.4	6.0	6.6	2.1	5.2	6.4	7.8	3.7	8.9	11.2	13.8	8.2	20.7	24.3	24.6
20.5	39.6	44.0	43.7	1.5	2.7	2.8	2.9	.9	1.5	1.7	1.8	1.5	2.4	2.8	3.7	3.7	10.1	9.3	8.2
27.2	55.9	60.8	66.1	4.2	10.4	10.6	11.9	7.2	14.0	15.0	15.7	7.8	20.4	24.5	27.0	4.9	18.9	19.5	19.7
32.6	79.0	101.9	110.0	7.2	25.9	30.7	32.9	9.3	27.2	27.2	30.4	9.2	27.7	32.4	37.1	5.2	17.5	23.1	28.8
27.1	62.8	66.1	67.2	1.1	2.3	3.5	3.9	1.2	2.9	2.8	3.1	3.5	8.8	9.3	9.2	5.5	17.2	15.9	15.8
21.8	42.0	48.7	56.9	2.9	3.1	3.9	4.5	1.6	3.6	4.0	3.8	2.1	6.4	5.9	11.3	4.9	7.9	10.1	9.2
51.6	111.9	125.6	129.0	7.8	20.8	21.2	24.9	6.8	15.3	15.9	17.2	10.4	25.6	27.9	29.9	14.7	34.8	41.7	45.4
53.8	80.7	93.1	94.6	6.2	10.5	12.6	12.9	3.4	7.3	8.4	7.4	1.3	2.8	1.9	2.0	4.3	9.4	10.3	9.3
49.2	75.1	81.3	90.0	6.2	11.6	12.8	13.2	5.0	7.9	8.8	9.7	5.9	11.3	12.2	12.4	8.3	17.5	19.8	19.9
17.0	26.3	27.3	28.6	2.2	4.0	4.2	4.9	1.3	1.3	1.5	1.6	1.9	3.6	3.7	4.2	3.9	8.6	8.7	9.7
21.2	41.5	44.4	44.1	1.3	1.2	1.3	1.3	.9	1.8	1.9	2.4	1.7	2.0	2.6	3.0	3.5	7.2	7.6	8.0
246.5	554.8	616.4	642.0	27.6	67.8	79.7	87.6	27.3	68.0	89.8	107.4	37.6	99.9	150.7	180.6	60.9	181.6	201.5	197.2
1,407.0	2,687.1	3,022.3	3,234.5	210.8	428.5	493.2	556.3	186.9	398.5	458.6	519.5	221.1	469.0	592.0	673.1	309.6	778.7	870.8	940.0

TABLE 2 - PERCENTAGE CHANGES IN RETAIL TRADE - 1949/48 BY PROVINCES AND KINDS OF BUSINESS

Kind of Business	CANADA	MARITIMES	QUEBEC	ONTARIO	MANITOBA	SASKAT- CHEWAN	ALBERTA	BRITISH COLUMBIA
Grocery & Combination Stores	+ 6.6	+ 0.1	+ 5.5	+ 8.7	+ 7.3	+ 11.3	+ 11.5	+ 2.8
Meat Stores	+ 3.5	+ 13.4	+ 2.6	(1)	+ 26.2	+ 0.5	+ 6.5	+ 4.8
Country General Stores	+ 0.3	- 8.9	- 1.0	- 4.7	+ 5.6	+ 11.6	+ 4.8	(1)
Department Stores	+ 6.5	+ 9.4	+ 3.8	+ 5.3	+ 9.3	+ 7.7	+ 10.4	+ 6.2
Variety Stores	+ 5.0	+ 5.3	+ 2.5	+ 7.0	(1)	+ 3.0	+ 13.2	- 1.3
Motor Vehicle Dealers	+ 23.6	+ 16.4	+ 13.0	+ 20.4	+ 49.3	+ 18.1	+ 23.0	+ 44.9
Garages & Filling Stations	+ 9.7	+ 4.6	+ 7.6	+ 11.3	+ 4.1	+ 23.8	- 3.0	+ 13.3
Men's Clothing Stores	+ 4.1	+ 1.0	+ 2.5	+ 5.0	+ 19.7	+ 0.2	+ 14.9	- 4.9
Family Clothing Stores	- 1.1	+ 4.2	- 8.3	+ 2.3	- 11.1	+ 13.5	+ 3.0	+ 1.0
Women's Clothing Stores	+ 7.9	+ 2.0	+ 22.0	- 1.2	+ 11.0	+ 22.4	+ 22.7	+ 1.2
Shoe Stores	+ 5.3	+ 12.8	+ 18.0	- 0.9	+ 5.0	+ 8.8	+ 31.9	- 11.4
Hardware Stores	+ 5.5	- 1.1	+ 0.8	+ 8.7	+ 12.5	+ 4.2	+ 10.0	+ 1.0
Lumber & Building Materials Dealers	+ 10.0	+ 1.6	+ 3.5	+ 7.9	+ 7.4	+ 11.9	+ 14.4	+ 25.0
Furniture Stores	+ 0.9	+ 1.7	- 1.2	+ 1.7	+ 11.4	+ 11.8	- 0.8	- 0.5
Appliance & Radio Stores	+ 17.6	+ 30.3	+ 11.9	+ 16.8	+ 16.8	- 3.0	+ 90.5	- 9.0
Restaurants	+ 8.4	+ 7.3	+ 19.2	+ 2.7	+ 17.0	+ 8.1	+ 7.1	+ 8.9
Coal & Wood Dealers	(1)	- 11.5	+ 4.2	+ 1.6	+ 2.7	- 12.0	+ 3.7	- 9.6
Drug Stores	+ 6.7	+ 2.8	+ 4.8	+ 10.8	+ 2.7	+ 10.4	+ 2.4	+ 0.6
Jewellery Stores	+ 5.3	+ 22.0	- 4.5	+ 4.8	+ 16.0	+ 6.2	+ 14.8	+ 10.5
Tobacco Stores	+ 4.6	+ 73.2	+ 6.1	- 0.8	+ 2.4	+ 21.1	+ 14.2	+ 6.2
All Other Trades	+ 4.7	+ 1.7	- 1.0	+ 4.2	+ 10.0	+ 19.5	+ 19.8	- 2.1
Total - All Trades	+ 7.5	+ 3.5	+ 4.5	+ 7.0	+ 12.8	+ 13.3	+ 13.7	+ 7.9

(1) Change of less than 0.05%.

TABLE 2 - PERCENTAGE CHANGES IN RETAIL TRADE - 1948/47 BY PROVINCES AND KINDS OF BUSINESS

Kind of Business	CANADA	MARITIMES	QUEBEC	ONTARIO	MANITOBA	SASKAT- CHEWAN	ALBERTA	BRITISH COLUMBIA
Grocery & Combination Stores	+ 15.6	+ 8.9	+ 16.3	+ 17.7	+ 13.9	+ 10.6	+ 16.8	+ 14.1
Meat Stores	+ 4.4	- 9.5	+ 8.6	+ 4.4	+ 6.6	+ 4.7	+ 5.1	- 0.1
Country General Stores	+ 8.0	+ 5.3	+ 8.8	+ 9.1	+ 0.4	+ 6.6	+ 15.1	+ 7.0
Department Stores	+ 13.6	+ 14.8	+ 8.4	+ 13.6	+ 11.6	+ 17.5	+ 19.8	+ 17.7
Variety Stores	+ 14.7	+ 8.7	+ 13.9	+ 18.0	+ 7.8	+ 9.0	+ 16.4	+ 10.6
Motor Vehicle Dealers	+ 11.7	+ 2.6	+ 10.8	+ 10.3	+ 39.0	+ 20.2	+ 13.9	+ 7.7
Garages & Filling Stations	+ 15.9	+ 15.4	+ 16.5	+ 11.9	+ 27.4	+ 27.3	+ 11.1	+ 20.9
Men's Clothing Stores	+ 7.3	+ 0.6	+ 16.8	+ 3.5	+ 24.8	+ 8.0	- 1.5	+ 8.6
Family Clothing Stores	+ 7.6	+ 3.2	+ 12.4	+ 3.1	+ 11.0	+ 3.7	+ 8.6	+ 12.0
Women's Clothing Stores	+ 19.1	+ 11.9	+ 21.9	+ 18.8	+ 9.9	+ 21.4	+ 26.0	+ 17.3
Shoe Stores	+ 6.3	- 7.2	+ 7.2	+ 11.2	+ 1.8	+ 11.8	+ 13.9	- 7.8
Hardware Stores	+ 9.2	+ 8.6	+ 9.8	+ 8.7	+ 1.7	+ 7.7	+ 20.2	+ 3.3
Lumber & Building Materials Dealers	+ 21.8	+ 15.6	+ 26.5	+ 29.0	+ 18.2	+ 0.1	+ 16.9	+ 31.6
Furniture Stores	+ 4.6	+ 2.1	+ 7.0	+ 5.2	+ 51.7	- 2.1	+ 5.9	- 7.5
Appliance & Radio Stores	+ 12.8	- 4.8	+ 13.4	+ 16.1	+ 24.0	+ 9.7	- 7.1	+ 28.1
Restaurants	+ 9.5	- 1.8	+ 4.3	+ 12.2	+ 2.2	+ 3.8	+ 8.9	+ 19.8
Coal & Wood Dealers	+ 14.2	+ 17.0	+ 13.3	+ 15.4	+ 20.2	+ 15.0	- 32.1	+ 9.9
Drug Stores	+ 9.6	+ 11.3	+ 10.1	+ 8.2	+ 10.5	+ 10.6	+ 7.5	+ 13.4
Jewellery Stores	+ 2.3	+ 2.8	- 0.1	+ 3.9	+ 5.6	+ 9.8	+ 0.3	+ 1.3
Tobacco Stores	+ 5.6	- 19.0	+ 3.4	+ 7.1	+ 1.6	+ 8.4	+ 28.1	+ 5.7
All Other Trades	+ 13.2	+ 7.7	+ 3.9	+ 11.1	+ 17.5	+ 32.2	+ 50.8	+ 10.9
Total - All Trades	+ 12.5	+ 7.3	+ 10.6	+ 12.5	+ 15.1	+ 15.1	+ 21.1	+ 11.8



TABLE 3 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS, 1949

(in thousands of dollars)

Kind of Business	All Stores	Chain Stores	Independent Stores
	CANADA		
Grocery & Combination Stores.....	1,336,930	435,770	901,160
Meat Stores .....	176,060	6,060	169,990
Country General Stores.....	478,940	14,480	464,460
Department Stores.....	855,490	-	855,490
Variety Stores.....	163,680	142,070	21,610
Motor Vehicle Dealers.....	1,030,460	16,140	1,014,320
Garages & Filling Stations.....	483,030	3,770	479,260
Men's Clothing Stores.....	172,180	18,270	153,910
Family Clothing Stores.....	156,810	31,810	125,000
Women's Clothing Stores.....	181,110	35,450	145,660
Shoe Stores.....	95,370	31,330	63,440
Hardware Stores.....	193,940	(1)	(1)
Lumber & Building Material Dealers.....	278,220	59,500	218,720
Furniture Stores.....	148,900	34,010	114,890
Appliance & Radio Dealers.....	130,670	27,860	102,710
Restaurants.....	321,490	21,790	299,700
Coal & Wood Dealers.....	179,290	(1)	(1)
Drug Stores.....	199,670	27,430	172,240
Jewellery Stores.....	74,310	27,340	46,970
Tobacco Stores.....	84,760	16,030	68,730
All Other Trades.....	1,686,600	470,860	1,215,740
Total, All Trades.....	8,427,900	1,434,420	6,993,480
MANITOBA			
Grocery & Combination Stores.....	58,080	22,250	35,830
Meat Stores.....	8,000	-	8,000
Country General Stores.....	35,020	-	35,020
Department Stores.....	126,120	-	126,120
Variety Stores.....	4,440	4,440	-
Motor Vehicle Dealers.....	75,130	(1)	(1)
Garages & Filling Stations.....	27,730	(1)	(1)
Men's Clothing Stores.....	7,830	(1)	(1)
Family Clothing Stores.....	6,350	1,200	5,150
Women's Clothing Stores.....	6,640	1,860	4,780
Shoe Stores.....	2,930	590	2,340
Hardware Stores.....	11,890	(1)	(1)
Lumber & Building Material Dealers.....	32,920	7,750	25,170
Furniture Stores.....	3,920	-	3,920
Appliance & Radio Dealers.....	4,520	(1)	(1)
Restaurants.....	24,870	1,310	23,560
Coal & Wood Dealers.....	12,940	-	12,940
Drug Stores.....	13,170	(1)	(1)
Jewellery Stores.....	4,850	(1)	(1)
Tobacco Stores.....	1,290	(1)	(1)
All Other Trades .....	87,640	23,100	64,540
Total, All Trades.....	556,280	68,230	488,050

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

TABLE 3 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS, 1949

(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores
MARITIMES			QUEBEC			ONTARIO		
114,160	15,230	98,930	399,310	87,850	311,460	529,280	232,720	296,560
5,070	-	5,070	50,120	-	50,120	59,500	4,250	55,250
64,420	2,910	61,510	101,330	4,070	97,260	94,210	2,900	91,310
63,790	-	63,790	135,220	-	135,220	320,240	-	320,240
17,820	15,640	1,980	47,630	37,140	10,490	73,830	66,380	7,450
66,510	(1)	(1)	196,710	(1)	(1)	394,630	(1)	(1)
31,460	(1)	(1)	102,190	(1)	(1)	196,660	1,170	195,490
13,980	650	13,330	41,580	2,360	39,220	75,770	12,480	63,290
17,130	(1)	(1)	49,880	13,710	36,170	49,100	8,010	41,090
9,390	670	8,720	49,870	7,770	42,100	69,070	16,430	52,640
6,510	(1)	(1)	28,520	8,560	19,960	43,660	18,340	25,320
11,220	(1)	(1)	42,400	(1)	(1)	66,110	(1)	(1)
6,490	-	6,490	32,450	-	32,450	109,990	(1)	(1)
8,740	(1)	(1)	40,910	14,250	26,660	67,210	12,360	54,850
12,390	(1)	(1)	32,550	10,440	22,110	56,920	10,960	45,960
13,140	(1)	(1)	61,960	5,920	56,040	129,010	10,110	118,900
11,820	-	11,820	41,320	-	41,320	94,600	(1)	(1)
15,870	1,540	14,330	38,540	2,790	35,750	90,050	14,690	75,360
6,320	1,660	4,660	19,120	(1)	(1)	28,610	11,620	16,990
3,620	(1)	(1)	22,410	4,800	17,610	44,070	(1)	(1)
114,100	43,880	70,220	357,700	71,690	286,010	642,020	215,210	426,810
613,750	101,310	512,440	1,890,720	283,390	1,607,330	3,234,540	659,520	2,575,020
SASKATCHEWAN			ALBERTA			BRITISH COLUMBIA		
47,240	(1)	(1)	66,790	(1)	(1)	122,070	43,520	78,550
8,300	(1)	(1)	13,890	-	13,890	31,170	(1)	(1)
85,190	(1)	(1)	65,370	(1)	(1)	33,400	-	33,400
44,800	-	44,800	56,460	-	56,460	108,860	-	108,860
4,860	4,740	120	7,550	6,710	840	7,750	7,020	730
63,880	(1)	(1)	77,740	(1)	(1)	166,860	(1)	(1)
40,880	-	40,880	32,210	-	32,210	51,900	(1)	(1)
5,120	(1)	(1)	11,740	(1)	(1)	16,160	(1)	(1)
11,080	4,150	6,930	7,320	(1)	(1)	16,950	(1)	(1)
7,770	1,160	6,610	13,790	1,950	11,840	24,580	5,610	18,970
1,850	(1)	(1)	3,680	960	2,730	8,220	1,570	6,650
15,660	-	15,660	26,960	(1)	(1)	19,700	(1)	(1)
30,430	20,810	9,620	37,110	21,010	16,100	28,830	(1)	(1)
3,120	(1)	(1)	9,200	-	9,200	15,800	5,200	10,600
3,830	1,080	2,770	11,260	2,480	8,780	9,200	1,330	7,870
17,180	(1)	(1)	29,920	370	29,550	45,410	3,630	41,780
7,350	-	7,350	1,950	-	1,950	9,310	-	9,310
9,660	(1)	(1)	12,440	1,420	11,020	19,940	5,630	14,310
1,650	(1)	(1)	4,200	(1)	(1)	9,650	(1)	(1)
2,350	(1)	(1)	2,970	(1)	(1)	8,060	(1)	(1)
107,360	20,470	86,890	180,570	32,650	147,920	197,210	63,860	133,350
519,460	71,270	448,190	673,120	96,650	576,470	940,030	164,050	785,980

TABLE 4 - CANADA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Months	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January....	444,400	529,980	542,320	77,550	95,930	99,770	12,100	12,720	13,580	26,950	30,420	30,520
February....	439,170	477,630	513,700	76,070	88,330	97,660	11,710	11,670	12,920	26,510	28,350	28,910
March.....	518,770	589,830	633,810	84,370	96,260	107,070	12,980	12,670	13,860	30,810	33,160	34,100
April.....	550,380	618,950	740,270	83,740	99,340	114,510	13,250	13,510	15,560	32,890	36,490	39,370
May.....	603,340	666,450	725,080	93,730	104,330	109,050	14,230	13,790	14,550	33,960	42,630	42,630
June.....	584,540	684,970	745,580	88,690	105,050	115,270	13,170	13,900	14,580	37,940	41,750	41,530
July.....	593,250	678,430	728,180	92,580	113,170	117,760	12,780	14,420	14,150	40,570	45,470	44,160
August.....	604,210	648,650	706,630	96,130	104,490	109,400	13,400	13,550	13,960	40,800	43,280	44,070
September..	621,300	687,460	751,620	93,080	106,630	114,440	13,690	14,630	14,930	41,410	43,650	43,510
October....	645,190	735,810	764,280	97,740	113,790	114,720	15,520	16,450	15,690	40,850	44,600	44,270
November...	646,270	696,780	722,370	98,070	105,780	109,040	14,110	14,720	14,610	40,480	41,500	40,280
December...	720,110	824,400	854,060	103,950	121,440	128,240	15,970	18,130	17,680	42,830	46,040	45,590
Annual Total	6,970,930	7,839,340	8,427,900	1,085,700	1,254,530	1,336,930	162,910	170,160	176,050	442,000	477,340	478,940

Months	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1948
January....	38,700	44,890	48,770	6,980	8,220	8,660	49,970	62,450	56,200	24,030	27,420	28,900
February....	44,400	45,850	50,020	7,410	8,390	8,910	47,530	46,810	47,490	22,370	25,280	26,710
March.....	58,480	64,490	69,000	9,100	11,270	10,560	57,150	68,740	79,890	24,590	29,700	32,010
April.....	54,540	65,030	75,040	9,830	10,760	13,790	63,840	75,280	103,590	29,350	33,390	39,870
May.....	58,090	65,240	72,090	11,030	12,520	12,850	66,260	74,130	100,980	33,070	39,120	42,330
June.....	51,630	63,260	67,290	10,910	12,630	13,260	64,930	79,830	100,710	34,720	41,910	45,560
July.....	44,260	48,130	49,880	10,660	12,990	12,770	65,300	72,150	108,580	39,090	45,140	48,900
August.....	47,870	54,010	57,180	10,300	11,040	11,650	61,350	61,120	83,480	39,110	43,470	48,660
September..	67,290	70,690	76,150	10,710	12,040	13,070	71,080	74,220	99,880	35,250	41,360	46,670
October....	66,850	82,310	82,870	11,580	14,240	14,200	75,370	79,910	97,000	35,550	42,040	45,680
November...	81,570	89,660	92,980	13,430	14,220	14,610	67,850	74,490	80,500	32,590	37,250	40,020
December...	93,160	109,530	114,220	24,020	27,580	29,350	55,640	64,780	72,160	30,400	34,370	37,920
Annual Total	706,840	803,090	855,490	135,960	155,900	163,680	746,270	833,910	1,030,460	380,120	440,450	483,030

Months	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January	9,100	10,570	10,790	8,370	9,410	9,910	8,770	10,180	11,700	4,330	4,830	5,090
February	10,180	9,800	9,670	7,740	8,370	8,180	8,000	8,530	9,660	3,930	4,660	4,470
March	12,240	13,140	13,340	10,810	11,730	11,060	11,640	13,620	14,940	5,960	6,840	6,470
April	12,730	13,380	16,420	11,840	12,740	16,100	12,110	14,680	20,680	6,940	7,940	10,700
May	13,080	14,030	14,380	12,770	13,430	13,000	12,820	15,170	16,720	7,720	8,330	8,660
June	13,070	14,550	15,850	12,420	13,520	13,640	11,730	14,750	16,450	8,150	9,090	9,850
July	10,690	11,960	12,950	10,960	12,230	11,730	10,360	12,960	13,610	6,670	7,720	7,380
August	10,730	10,420	10,750	10,720	10,770	10,410	9,360	10,970	11,660	6,810	6,340	6,730
September	12,940	12,970	13,890	12,210	12,940	12,400	11,530	14,020	13,810	7,760	7,530	8,200
October	13,300	16,080	15,230	14,170	16,600	14,920	12,850	16,930	15,720	7,320	7,950	7,990
November	16,330	15,930	16,090	16,040	15,690	15,330	13,500	15,010	14,740	8,270	7,380	8,510
December	19,860	22,640	22,820	19,300	21,190	20,130	18,210	21,020	21,420	10,290	11,940	11,320
Annual Total	154,240	165,470	172,180	147,350	158,620	156,810	140,880	167,830	181,110	85,150	90,550	95,370

TABLE 4 - CANADA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	9,550	10,960	11,340	10,900	13,170	15,800	9,590	10,340	9,450	6,810	8,390	9,960
February.....	8,900	9,540	10,420	10,100	11,740	14,700	9,120	9,520	9,610	6,780	7,560	8,890
March .....	11,480	11,760	12,510	12,520	14,750	17,890	11,050	11,130	11,610	7,210	9,040	10,700
April .....	13,480	15,090	16,850	16,080	18,410	21,380	11,420	12,790	13,120	7,450	9,240	11,090
May .....	17,000	18,040	19,320	19,500	22,170	25,260	13,400	13,760	13,330	8,040	9,070	10,200
June .....	15,760	18,280	19,020	19,950	25,620	27,680	12,540	12,880	12,770	7,690	8,570	10,030
July .....	15,220	16,560	16,910	20,300	24,320	24,970	11,690	12,120	11,220	7,230	8,300	10,090
August .....	14,160	15,540	16,420	20,240	25,180	27,750	11,030	11,470	12,020	7,440	7,490	9,380
September.....	14,890	15,720	17,270	21,540	25,240	28,340	12,150	12,060	12,930	8,210	9,380	11,040
October.....	15,450	17,120	18,090	22,870	27,300	29,090	12,720	13,800	13,790	9,360	10,930	11,690
November.....	15,170	16,500	16,330	18,910	24,080	25,170	12,800	12,920	13,250	10,060	10,260	11,540
December.....	17,220	18,700	19,460	14,720	20,000	19,190	13,480	14,790	15,800	12,290	12,930	16,060
Annual Total.....	168,280	183,810	193,940	207,630	252,980	278,220	140,990	147,530	148,900	98,570	111,160	130,670

Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	19,760	21,910	23,180	13,680	18,530	17,630	13,060	14,830	15,750	3,810	4,060	3,820
February.....	18,830	21,050	21,890	13,220	17,030	16,730	12,300	14,090	15,160	3,800	3,620	3,570
March .....	21,000	22,980	24,780	12,160	15,650	15,720	13,680	15,160	16,800	4,220	4,530	4,930
April .....	21,410	23,410	26,200	12,330	11,670	9,180	13,110	14,610	16,700	4,070	4,140	5,700
May .....	22,700	24,900	26,980	10,660	11,010	9,960	13,850	15,280	16,080	5,200	4,750	5,070
June .....	22,790	24,730	27,470	10,990	11,730	11,450	13,420	14,860	15,980	4,970	5,380	5,430
July .....	25,620	27,480	30,640	11,640	12,660	10,630	13,930	14,640	15,540	4,850	5,080	5,050
August .....	26,440	27,670	30,700	11,500	14,150	13,790	14,320	14,990	16,200	5,310	5,620	5,660
September.....	23,980	27,030	29,460	14,580	16,800	19,570	14,090	15,530	16,500	5,150	5,670	5,710
October.....	23,630	26,550	28,620	15,180	17,950	17,820	14,730	16,110	16,670	5,400	5,640	5,950
November.....	22,430	24,580	25,830	14,590	15,180	18,090	14,010	15,110	15,710	6,340	5,840	6,490
December.....	22,210	24,290	25,740	16,470	16,870	18,720	20,170	21,660	22,580	15,830	16,230	16,940
Annual Total.....	270,800	296,580	321,490	157,000	179,230	179,290	170,670	187,070	199,670	68,950	70,560	74,310

Months	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	5,610	6,230	6,360	84,780	104,520	105,140
February.....	5,670	6,010	8,210	84,600	91,430	101,920
March .....	6,100	6,480	6,720	101,220	116,740	119,850
April .....	6,050	6,550	7,040	113,920	120,500	147,380
May .....	6,350	6,730	6,900	123,880	138,020	143,740
June .....	6,160	6,630	7,420	122,910	146,100	154,560
July .....	6,420	6,430	6,770	132,430	154,310	154,490
August .....	6,350	6,420	6,650	140,840	149,660	160,110
September.....	6,230	6,520	6,780	122,530	142,830	147,170
October.....	6,480	6,850	7,110	128,270	142,650	147,260
November.....	6,490	6,690	7,050	123,230	133,990	136,210
December .....	8,800	9,480	9,750	145,300	170,790	168,970
Annual Total.....	75,710	81,020	84,760	1,423,910	1,611,550	1,686,600



TABLE 4 - MARITIME PROVINCES - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores.			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	36,200	40,880	40,730	7,920	9,190	8,980	410	380	470	4,490	5,130	4,660
February .....	34,480	37,360	37,300	7,770	8,530	8,680	370	330	390	4,030	4,430	4,160
March .....	40,810	44,890	46,330	8,250	9,150	9,480	400	350	400	4,870	5,080	4,830
April .....	44,000	47,760	52,640	8,230	9,440	9,850	400	350	420	5,220	5,640	5,280
May .....	48,400	51,230	53,420	9,030	9,710	9,440	430	360	410	6,430	6,720	6,290
June .....	45,900	50,520	54,380	8,370	9,470	9,530	410	370	410	5,850	6,130	5,670
July .....	47,240	51,490	53,460	8,890	10,290	9,900	420	390	430	6,130	6,670	5,930
August .....	48,780	50,060	51,420	9,200	9,340	9,320	420	360	410	6,030	6,200	5,650
September .....	47,550	48,910	52,970	8,870	9,090	9,510	450	390	450	5,840	5,830	5,350
October .....	49,920	52,550	53,100	9,050	9,750	9,710	420	400	430	5,890	6,040	5,430
November .....	49,420	52,560	51,600	9,090	9,280	8,880	390	360	390	5,890	6,080	5,390
December .....	60,130	64,880	66,330	10,010	10,750	10,880	420	430	460	6,480	6,790	5,780
Annual Total .....	552,830	593,080	613,750	104,680	113,990	114,160	4,940	4,470	5,070	67,150	70,740	64,420

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	2,350	2,490	3,010	730	790	820	3,830	4,330	3,990	1,700	1,650	2,100
February .....	2,980	2,710	3,040	790	810	870	3,160	3,800	3,190	1,630	1,870	1,640
March .....	4,550	4,810	5,120	960	1,130	1,110	4,140	5,360	5,290	1,700	1,890	2,130
April .....	4,000	4,960	5,960	1,090	1,110	1,390	5,530	5,880	6,660	1,840	2,330	2,180
May .....	4,510	5,120	5,910	1,250	1,290	1,370	5,150	5,230	6,510	2,290	2,860	2,550
June .....	3,650	4,730	5,350	1,220	1,350	1,470	4,870	5,250	6,680	2,360	2,810	3,180
July .....	3,000	3,600	3,740	1,200	1,390	1,380	4,990	4,440	6,850	2,730	3,190	3,440
August .....	3,540	4,180	4,360	1,230	1,240	1,310	4,160	4,050	5,190	2,720	3,230	3,070
September .....	4,740	5,090	5,600	1,220	1,350	1,400	5,180	3,990	6,450	2,240	2,740	3,380
October .....	5,100	5,860	5,860	1,330	1,540	1,500	5,540	4,730	6,150	2,490	2,730	2,840
November .....	5,630	6,610	7,280	1,560	1,540	1,590	4,900	5,070	4,610	2,190	2,440	2,400
December .....	6,720	8,130	8,560	2,810	3,190	3,410	4,230	4,410	4,940	2,180	2,330	2,550
Annual Total .....	50,770	58,290	63,790	15,390	16,730	17,620	55,680	57,140	66,510	26,070	30,080	31,460

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	860	920	1,000	970	990	1,070	540	500	550	320	300	340
February .....	790	770	760	880	850	810	440	460	540	290	280	280
March .....	980	980	990	1,160	1,120	1,100	690	670	710	400	400	410
April .....	1,100	1,130	1,320	1,310	1,290	1,740	700	870	950	490	450	560
May .....	1,240	1,210	1,180	1,480	1,460	1,530	760	890	830	600	530	560
June .....	1,200	1,220	1,320	1,360	1,400	1,550	650	820	850	620	560	700
July .....	1,050	1,150	1,150	1,200	1,340	1,330	620	690	670	550	530	560
August .....	1,020	970	960	1,180	1,120	1,160	610	680	720	530	460	510
September .....	1,100	1,070	1,040	1,160	1,290	1,320	630	790	700	570	490	580
October .....	1,160	1,260	1,160	1,410	1,590	1,510	740	880	790	520	500	560
November .....	1,320	1,230	1,200	1,530	1,570	1,640	800	820	850	580	450	500
December .....	1,940	1,930	1,900	2,290	2,420	2,370	1,050	1,140	1,230	830	820	850
Annual Total .....	13,760	13,840	13,980	15,930	16,440	17,130	8,230	9,210	9,390	6,220	5,770	6,510

TABLE 4 - MARITIME PROVINCES - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	620	690	650	270	300	400	580	520	490	760	670	860
February .....	510	560	560	250	320	360	530	480	480	660	640	820
March .....	690	700	640	340	380	380	670	560	630	630	710	980
April .....	820	940	930	440	500	460	720	730	790	750	730	1,060
May .....	1,010	1,030	1,070	480	590	590	840	840	900	820	770	1,020
June .....	970	1,050	1,090	550	580	650	760	810	880	810	640	930
July .....	950	1,080	1,030	580	540	550	690	740	620	650	600	990
August .....	940	960	980	610	670	730	680	640	640	670	520	930
September .....	980	980	1,010	550	670	690	670	700	730	790	880	1,110
October .....	970	1,070	1,040	590	690	600	720	780	730	880	1,010	1,060
November .....	910	1,060	1,010	480	660	580	690	720	730	1,080	1,020	960
December .....	1,070	1,220	1,210	390	490	500	860	1,070	1,120	1,490	1,320	1,680
Annual Total .....	10,440	11,340	11,220	5,530	6,390	6,490	8,410	8,590	8,740	9,990	9,510	12,390

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	870	850	880	1,160	1,510	1,230	1,090	1,200	1,220	290	280	300
February .....	870	830	860	990	1,430	1,230	1,020	1,160	1,180	310	280	280
March .....	1,010	920	1,050	810	1,310	1,180	1,130	1,280	1,300	300	300	370
April .....	1,020	1,000	1,070	830	1,040	690	1,080	1,210	1,340	320	280	420
May .....	1,060	1,040	1,090	630	760	640	1,140	1,250	1,220	350	310	380
June .....	1,090	1,080	1,100	620	680	520	1,060	1,200	1,250	370	370	490
July .....	1,220	1,210	1,310	860	730	600	1,150	1,320	1,320	370	390	480
August .....	1,210	1,260	1,310	790	850	740	1,190	1,280	1,350	420	460	580
September .....	1,040	1,040	1,170	990	1,140	1,020	1,090	1,230	1,270	370	380	510
October .....	1,000	1,030	1,090	1,230	1,210	1,140	1,190	1,320	1,310	360	370	440
November .....	1,000	950	1,070	1,160	1,320	1,380	1,100	1,220	1,250	430	440	520
December .....	1,090	1,040	1,140	1,360	1,380	1,450	1,630	1,780	1,860	1,150	1,320	1,550
Annual Total .....	12,480	12,250	13,140	11,420	13,360	11,820	13,870	15,440	15,870	5,040	5,180	6,320

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January .....	190	160	250	6,250	7,420	7,510
February .....	190	160	280	6,020	6,670	6,890
March .....	200	180	300	6,930	7,610	7,930
April .....	210	160	300	7,900	7,710	9,180
May .....	200	170	280	8,700	9,090	9,550
June .....	200	160	270	8,910	9,840	10,490
July .....	230	150	280	9,760	11,050	10,920
August .....	210	160	330	11,420	11,430	11,170
September .....	210	160	300	8,860	9,610	9,580
October .....	220	160	280	9,110	9,630	9,470
November .....	200	160	280	8,580	9,560	9,090
December .....	320	310	470	11,610	12,610	12,420
Annual Total .....	2,580	2,090	3,620	104,250	112,230	114,100

TABLE 4 - QUEBEC - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	103,510	118,830	123,350	23,480	28,500	30,020	3,260	3,510	3,810	5,500	6,060	6,280
February.....	103,870	114,630	116,690	22,980	26,870	29,350	3,320	3,460	3,750	5,610	6,470	6,340
March.....	124,410	140,830	143,630	25,270	29,280	31,570	3,670	3,770	3,930	6,490	7,560	7,360
April.....	129,230	149,690	170,660	25,610	30,260	34,020	3,900	4,050	4,580	6,860	8,480	7,980
May.....	144,980	157,830	166,850	28,370	31,810	33,030	3,820	3,860	4,380	8,880	9,650	10,470
June.....	138,130	159,040	169,890	26,730	32,050	35,180	3,540	3,950	4,280	8,390	8,810	8,920
July.....	137,030	154,420	160,770	27,620	34,100	35,110	3,300	4,100	3,940	8,950	9,270	9,250
August.....	137,420	145,280	151,820	27,930	31,020	32,130	3,410	3,790	3,920	8,350	8,950	8,770
September.....	145,700	156,630	165,880	27,680	31,660	34,300	3,750	4,250	4,200	8,630	8,810	8,510
October.....	152,630	166,480	168,610	29,820	34,330	34,280	4,410	4,650	4,240	8,730	9,570	9,180
November.....	149,870	158,230	165,060	28,400	31,580	32,270	3,950	4,110	4,110	8,590	8,660	8,890
December.....	169,470	187,440	187,510	31,740	37,110	38,060	4,630	5,320	4,980	9,130	9,890	9,380
Annual Total.....	1,636,250	1,809,330	1,890,720	325,630	378,570	399,310	44,960	48,830	50,120	94,090	102,380	101,330

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	6,490	7,160	7,940	2,120	2,470	2,690	10,080	11,330	9,990	5,270	5,800	6,140
February.....	7,250	7,540	7,660	2,220	2,520	2,620	9,860	9,510	7,760	4,980	5,520	5,680
March.....	10,550	10,800	10,870	2,800	3,530	3,040	11,650	13,780	15,500	5,160	6,950	6,420
April.....	9,500	11,030	12,180	2,960	3,370	4,280	13,340	17,140	21,530	5,940	7,580	8,540
May.....	10,280	10,770	11,860	3,540	4,110	4,060	14,790	15,780	19,090	6,430	8,080	9,080
June.....	8,970	10,720	11,100	3,460	4,010	4,120	13,300	17,290	19,820	7,310	8,570	9,480
July.....	6,960	7,140	7,100	3,190	3,770	3,660	13,830	16,600	21,980	8,470	9,490	10,210
August.....	7,660	7,990	8,980	3,140	3,300	3,400	13,900	14,470	15,180	8,160	8,910	9,920
September.....	11,770	11,580	12,200	3,340	3,710	3,850	14,940	15,750	19,640	8,050	9,250	9,910
October.....	11,030	12,910	12,520	3,560	4,270	4,180	16,290	15,420	19,130	7,660	8,980	9,580
November.....	13,750	14,020	14,910	3,790	3,870	4,080	13,860	14,750	15,180	7,470	8,540	9,040
December.....	15,960	18,550	17,900	6,660	7,530	7,660	10,650	11,400	10,910	6,600	7,290	8,290
Annual Total.....	120,070	130,210	135,220	40,780	46,460	47,630	156,390	173,220	195,710	81,500	94,960	102,190

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,840	2,460	2,890	2,410	2,860	2,860	1,680	2,060	2,700	1,070	1,200	1,350
February.....	2,320	2,630	2,300	2,450	2,870	2,630	1,750	1,960	2,560	1,040	1,280	1,170
March.....	3,040	3,620	3,400	3,630	4,550	3,640	2,940	3,400	4,360	1,770	1,980	1,890
April.....	2,990	3,560	4,520	4,130	4,840	5,400	3,000	3,800	6,460	1,950	2,350	3,620
May.....	3,220	3,870	3,880	4,460	4,940	4,240	3,300	3,990	4,970	2,060	2,400	2,820
June.....	3,070	3,860	4,110	4,270	4,760	4,580	3,220	4,180	5,290	2,150	2,540	3,210
July.....	2,220	2,700	2,850	3,420	3,890	3,720	2,590	3,350	3,710	1,580	1,860	1,950
August.....	2,220	2,440	2,460	3,240	3,510	3,140	2,340	2,620	2,890	1,520	1,400	1,790
September.....	3,050	3,160	3,040	4,120	4,330	3,720	2,660	3,270	3,320	2,190	1,720	2,280
October.....	3,200	3,640	3,480	4,600	5,590	4,770	2,980	3,880	4,030	1,930	1,960	2,200
November.....	3,780	3,840	3,970	5,270	5,140	5,130	2,960	3,470	4,110	2,400	2,070	2,870
December.....	3,780	4,700	4,680	6,210	7,120	6,050	4,100	4,890	5,470	2,880	3,410	3,370
Annual Total.....	34,730	40,580	41,580	48,410	54,400	49,880	33,520	40,870	49,870	22,540	24,170	28,520



TABLE 4 - QUEBEC - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	2,430	2,800	2,680	1,430	1,520	1,790	2,190	2,660	2,480	1,620	2,000	2,510
February.....	2,040	2,360	2,240	1,290	1,480	1,580	2,200	2,540	2,440	1,760	1,910	2,220
March.....	2,740	2,830	2,650	1,650	2,100	2,090	3,040	3,060	3,070	1,790	2,600	3,060
April.....	3,000	3,680	3,630	1,920	2,380	2,640	3,130	3,530	3,690	2,080	2,380	2,950
May.....	3,880	4,350	4,680	2,220	3,060	3,370	4,210	4,330	3,830	2,160	2,460	2,760
June.....	3,520	4,260	4,380	2,160	3,390	3,370	3,900	3,920	3,800	1,930	2,240	2,530
July.....	3,450	3,510	3,670	2,660	3,000	3,150	3,480	3,930	3,280	1,730	2,320	2,680
August.....	3,160	3,460	3,490	2,400	3,090	3,380	2,910	3,090	3,460	2,260	2,170	2,620
September.....	3,510	3,640	3,790	2,460	3,060	3,050	3,550	3,500	3,830	2,020	2,470	2,670
October.....	3,660	3,890	4,040	2,680	3,260	3,140	3,550	3,640	3,740	2,740	2,890	2,520
November.....	3,430	3,560	3,560	2,260	2,690	2,730	3,120	3,320	3,400	2,540	2,680	2,830
December.....	3,500	3,740	3,590	1,650	2,320	2,160	3,400	3,880	3,890	3,030	2,970	3,200
Annual Total.....	38,310	42,060	42,400	24,780	31,350	32,450	38,680	41,400	40,910	25,660	29,090	32,550

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	3,700	4,020	4,960	2,720	4,240	3,890	2,690	3,050	3,140	1,180	1,200	1,070
February.....	3,570	3,950	4,720	2,700	4,000	3,880	2,540	2,940	3,050	1,090	1,110	1,020
March.....	4,000	4,160	4,840	2,540	3,430	3,670	2,810	3,070	3,420	1,340	1,560	1,300
April.....	4,100	4,260	5,200	2,680	2,500	2,080	2,650	2,870	3,140	1,290	1,170	1,780
May.....	4,320	4,280	5,230	2,450	2,530	2,300	2,720	2,980	3,130	1,580	1,380	1,370
June.....	4,150	4,090	5,350	2,500	2,580	2,570	2,620	2,890	3,050	1,400	1,560	1,430
July.....	4,400	4,060	4,690	2,870	3,170	2,710	2,650	2,980	3,100	1,360	1,430	1,170
August.....	4,480	4,600	5,690	2,730	3,060	3,060	2,690	2,790	3,000	1,510	1,550	1,250
September.....	4,360	4,620	5,420	3,500	3,610	4,530	2,700	2,960	3,090	1,470	1,460	1,370
October.....	4,490	4,740	5,530	3,560	3,930	3,900	2,970	3,230	3,350	1,560	1,440	1,400
November.....	4,150	4,540	5,090	3,330	2,990	4,150	2,720	2,970	2,980	1,760	1,470	1,560
December.....	4,130	4,730	5,240	3,610	3,610	4,580	3,640	4,060	4,090	4,530	4,700	4,400
Annual Total.....	49,850	51,990	61,960	34,990	39,640	41,320	33,400	36,790	38,540	20,050	20,030	19,120

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	1,470	1,600	1,680	20,880	22,330	22,480
February.....	1,490	1,600	1,650	21,410	22,120	22,170
March.....	1,700	1,760	1,820	25,730	27,100	25,730
April.....	1,690	1,720	1,870	26,510	28,640	30,570
May.....	1,800	1,830	1,970	30,510	31,370	30,340
June.....	1,640	1,740	1,830	30,100	31,640	31,390
July.....	1,590	1,590	1,770	30,730	32,160	31,070
August.....	1,650	1,630	1,650	31,770	31,450	31,640
September.....	1,600	1,750	1,810	30,350	32,070	31,850
October.....	1,750	1,830	1,910	31,460	32,420	31,490
November.....	1,700	1,670	1,820	30,640	32,090	32,380
December.....	2,350	2,410	2,530	37,390	37,810	37,090
Annual Total.....	20,430	21,130	22,410	347,480	361,200	357,700



TABLE 4 - ONTARIO - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	175,140	213,440	213,300	29,230	37,770	39,260	4,340	4,650	4,780	5,770	6,420	6,180
February .....	173,960	190,310	206,730	28,340	34,350	38,810	4,160	4,120	4,470	5,690	5,970	5,750
March.....	198,100	232,170	243,500	32,090	37,240	42,900	4,620	4,520	4,730	6,290	6,750	6,690
April.....	211,680	237,780	278,550	31,300	38,070	45,740	4,600	4,740	5,270	6,860	7,860	7,700
May.....	230,180	249,760	273,390	35,640	40,120	42,640	5,100	4,920	4,790	8,190	8,700	8,000
June .....	226,260	261,990	287,680	33,460	40,580	45,410	4,530	4,790	4,750	7,960	8,910	8,600
July .....	227,010	260,340	276,990	35,430	44,170	47,060	4,480	4,970	4,730	8,890	10,840	9,870
August.....	228,900	243,240	261,390	37,280	40,700	43,130	4,670	4,490	4,440	8,900	9,440	9,210
September.....	234,730	260,530	283,140	35,410	41,450	44,890	4,700	5,020	4,990	8,040	8,460	7,960
October.....	244,370	278,960	287,300	37,240	44,370	44,970	5,280	5,730	5,430	7,670	8,490	7,830
November.....	254,030	264,300	278,010	38,570	40,680	43,280	4,990	5,170	5,050	7,990	7,980	7,670
December.....	282,710	329,450	344,560	39,680	47,030	51,190	5,520	6,360	6,070	8,440	9,080	8,750
Annual Total...	2,687,070	3,022,270	3,234,540	413,670	486,730	529,280	56,990	59,480	59,500	90,690	98,900	94,210

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	15,040	17,440	18,330	2,980	3,610	3,860	20,610	26,430	23,750	10,670	11,730	12,830
February.....	18,010	18,570	20,090	3,220	3,720	4,050	21,090	20,140	20,050	9,630	10,750	12,120
March .....	20,890	24,690	25,600	3,900	4,920	4,770	23,190	28,120	31,160	10,600	12,420	13,460
April.....	20,840	24,350	27,610	4,220	4,670	6,060	24,320	28,630	37,940	12,570	13,690	16,240
May.....	22,110	24,650	27,410	4,620	5,340	5,560	26,070	27,670	38,250	14,030	15,540	17,260
June .....	19,750	24,510	25,470	4,630	5,470	5,740	25,900	31,840	40,080	14,670	16,300	18,270
July.....	16,650	17,120	17,200	4,600	5,990	5,750	25,430	27,650	38,980	15,870	18,170	19,500
August.....	17,070	20,060	20,970	4,300	4,770	5,130	22,660	21,910	30,160	15,650	17,100	18,410
September.....	24,140	25,850	27,920	4,560	5,280	5,920	28,310	29,140	37,580	14,180	15,870	17,260
October.....	24,450	30,350	29,620	4,900	6,230	6,330	29,400	31,110	36,190	14,270	16,120	18,420
November.....	32,020	34,030	37,060	5,900	6,460	6,710	27,420	28,720	29,730	13,380	14,790	16,740
December.....	36,590	42,410	42,960	10,680	12,570	13,950	22,580	26,310	30,760	12,400	14,230	16,150
Annual Total...	267,560	304,030	320,240	58,510	69,030	73,830	296,980	327,670	394,630	157,920	176,710	196,660

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	4,250	4,660	4,380	2,910	3,080	3,380	3,820	4,410	4,800	2,000	2,270	2,460
February.....	4,820	4,320	4,560	2,460	2,620	2,640	3,330	3,690	3,820	1,670	2,230	2,250
March .....	5,420	5,980	6,070	3,330	3,610	3,500	4,620	5,750	5,300	2,580	3,320	2,950
April.....	5,900	5,790	7,060	3,710	3,540	4,790	4,960	5,940	7,550	3,180	3,790	4,670
May.....	5,710	5,930	6,130	3,890	3,680	3,720	5,070	5,900	6,030	3,480	3,860	3,680
June .....	5,880	6,320	7,080	3,890	3,980	4,150	4,810	5,940	6,130	3,910	4,430	4,370
July .....	4,800	5,210	5,840	3,520	3,840	3,600	4,300	5,380	5,230	3,110	3,820	3,410
August.....	4,860	4,240	4,440	3,530	3,270	3,240	3,580	4,250	4,340	3,290	3,120	3,130
September.....	5,640	5,470	6,260	3,830	3,930	3,990	4,900	5,830	5,580	4,200	5,830	5,830
October.....	5,590	6,900	6,320	4,050	4,950	4,380	5,410	7,090	5,910	3,390	3,910	3,690
November.....	7,410	6,700	7,150	5,100	4,810	5,030	5,860	6,240	5,650	3,940	3,440	3,890
December .....	9,470	10,660	10,680	6,290	6,670	6,680	8,180	9,470	8,730	4,870	6,030	5,330
Annual Total...	69,750	72,180	75,770	46,520	47,980	49,100	58,840	69,890	69,070	39,620	44,050	43,660

TABLE 4 - ONTARIO - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	3,190	3,630	4,220	4,150	5,210	7,000	4,520	4,840	4,420	2,940	3,870	4,470
February.....	2,900	3,090	3,660	3,910	4,780	6,840	4,230	4,440	4,710	2,890	3,430	3,840
March.....	3,660	3,900	4,120	4,350	6,010	7,530	4,800	5,110	5,370	3,220	3,880	4,310
April.....	4,430	5,270	5,600	6,420	8,290	8,850	5,170	5,750	5,850	3,080	4,210	4,670
May.....	6,160	6,110	6,830	7,160	8,920	10,170	5,710	5,980	6,010	3,380	3,990	4,320
June.....	5,720	6,370	6,690	7,040	9,320	10,300	5,460	5,490	5,470	3,470	3,890	4,470
July.....	5,280	6,150	6,090	7,280	9,430	9,080	5,140	5,180	4,920	3,450	3,640	4,390
August.....	4,540	4,720	5,280	7,670	10,580	10,520	4,910	5,150	5,230	2,980	3,190	3,810
September.....	4,720	4,770	5,510	8,410	9,540	10,670	5,280	5,350	5,600	3,550	3,990	4,690
October.....	4,810	5,390	5,820	8,800	10,190	10,940	5,660	6,180	6,140	3,710	4,540	5,270
November.....	4,820	5,330	5,450	7,520	9,300	9,830	5,780	5,860	6,030	4,080	4,260	4,910
December.....	5,710	6,070	6,840	6,280	10,330	8,260	6,160	6,770	7,460	5,200	5,830	7,770
Annual Total.....	55,930	60,800	66,110	78,990	101,900	109,990	62,810	66,080	67,210	41,950	48,720	56,920

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	8,020	9,100	9,070	6,640	9,390	8,610	5,620	6,430	7,160	1,350	1,560	1,420
February.....	7,700	9,030	8,930	6,610	8,630	7,850	5,320	6,090	6,840	1,430	1,370	1,370
March.....	8,360	9,800	9,820	6,300	7,760	8,140	5,930	6,610	7,500	1,520	1,580	1,370
April.....	8,500	9,960	10,110	6,670	5,900	4,850	5,630	6,380	7,640	1,440	1,580	2,060
May.....	9,260	10,780	10,700	5,750	5,950	5,560	6,060	6,680	7,260	2,010	1,800	1,950
June.....	9,100	10,840	10,990	6,150	6,590	6,770	5,930	6,500	7,320	1,880	2,070	2,000
July.....	10,450	12,040	13,170	6,220	7,070	5,950	6,150	6,180	6,710	1,840	1,920	1,880
August.....	11,650	11,880	12,720	5,910	7,800	8,090	6,440	6,620	7,360	1,920	2,060	2,170
September.....	10,460	11,670	11,830	7,420	9,060	10,920	6,320	6,830	7,510	1,990	2,340	2,270
October.....	9,990	10,870	11,410	7,480	9,500	9,280	6,350	6,810	7,410	2,120	2,370	2,560
November.....	9,500	10,160	10,270	7,290	7,440	9,490	6,260	6,550	7,050	2,540	2,400	2,550
December.....	8,960	9,460	9,990	8,270	8,020	9,090	9,080	9,600	10,390	6,260	6,280	6,410
Annual Total.....	111,940	125,690	129,010	80,710	93,100	94,600	75,090	81,280	90,050	26,290	27,310	28,610

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	3,060	3,420	3,290	34,030	43,520	39,630
February.....	3,110	3,260	3,170	33,440	35,710	40,910
March.....	3,260	3,510	3,430	39,170	46,690	44,180
April.....	3,200	3,630	3,640	44,680	45,740	54,750
May.....	3,330	3,620	3,490	47,460	49,640	53,630
June.....	3,350	3,640	4,040	48,770	54,210	59,680
July.....	3,550	3,580	3,510	50,570	57,990	60,320
August.....	3,420	3,550	3,490	53,670	54,340	56,120
September.....	3,450	3,530	3,480	45,220	53,330	54,480
October.....	3,500	3,720	3,710	50,300	54,140	55,670
November.....	3,580	3,770	3,760	50,080	50,010	50,710
December.....	4,660	5,190	5,060	57,450	71,100	72,040
Annual Total.....	41,470	44,420	44,070	554,840	616,420	642,020

TABLE 4 - MANITOBA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	27,010	30,200	32,430	3,470	4,000	4,180	380	390	460	1,980	2,090	2,180
February.....	28,010	28,110	31,600	3,430	3,680	4,080	360	330	450	1,910	1,940	2,020
March .....	32,110	34,050	39,380	3,790	4,030	4,660	400	380	480	2,290	2,180	2,350
April .....	33,930	37,160	48,850	3,720	4,280	5,000	440	450	550	2,500	2,430	2,910
May.....	37,060	42,580	47,150	4,150	4,530	4,780	520	530	710	2,880	2,920	2,920
June .....	35,100	43,250	48,270	3,870	4,510	5,020	520	560	760	2,780	2,950	3,030
July.....	35,430	41,570	49,390	4,090	4,850	5,110	480	570	740	2,940	3,030	3,080
August .....	36,580	40,270	47,680	4,290	4,570	4,930	550	570	810	3,070	2,970	3,360
September.....	40,320	46,220	53,370	4,120	4,860	5,120	580	680	810	3,560	3,270	3,630
October.....	42,040	51,440	52,970	4,130	5,080	5,090	730	670	820	3,180	3,250	3,230
November .....	40,710	47,990	50,190	4,210	4,640	4,800	520	580	630	3,080	2,960	2,970
December .....	42,240	50,410	55,000	4,220	5,080	5,410	470	640	680	3,060	3,190	3,330
Annual Total.....	428,540	493,250	556,280	47,490	54,110	58,080	5,950	6,340	8,000	33,030	33,150	35,020

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	6,060	6,750	7,460	230	240	220	2,620	3,110	3,080	1,100	1,450	1,350
February.....	6,500	6,670	7,440	210	230	220	2,040	2,370	3,430	1,040	1,490	1,170
March.....	8,400	8,560	9,790	280	320	280	2,630	3,450	5,020	1,400	1,770	1,710
April.....	8,010	9,130	10,960	310	310	390	3,270	3,830	6,980	1,550	1,890	2,410
May.....	8,340	9,240	10,120	330	370	350	2,950	4,150	7,160	1,730	2,400	2,370
June .....	7,440	8,820	9,590	320	370	380	3,040	4,420	6,870	1,700	2,670	2,600
July .....	6,820	7,420	8,020	320	350	350	3,260	5,090	10,590	1,930	2,420	2,740
August .....	7,290	7,700	8,340	290	310	300	3,080	3,790	6,840	2,260	2,410	3,090
September.....	9,810	10,050	11,370	320	330	370	3,840	4,930	7,110	1,940	2,780	3,380
October .....	10,100	12,600	12,980	370	440	400	3,860	6,160	6,820	2,350	2,800	2,500
November .....	12,000	13,510	13,590	420	430	420	3,040	4,990	6,240	1,920	2,330	2,410
December.....	12,580	14,840	16,460	720	740	760	2,570	4,040	5,190	2,000	2,240	2,000
Annual Total.....	103,350	115,390	126,120	4,120	4,440	4,440	36,200	50,330	75,130	20,920	26,650	27,730

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	330	350	470	380	450	390	350	390	420	140	140	140
February.....	310	290	340	360	390	310	270	270	340	130	110	110
March .....	400	360	440	480	440	370	410	420	500	200	180	190
April.....	410	410	620	490	510	630	540	500	760	240	250	370
May.....	440	480	480	530	600	500	550	600	630	260	300	310
June.....	420	500	560	480	570	510	460	530	630	280	290	330
July .....	380	550	690	480	540	470	370	430	500	240	260	250
August.....	350	510	700	450	460	410	310	390	420	220	220	200
September.....	460	550	730	580	610	590	460	540	580	310	260	280
October.....	470	780	790	620	860	730	530	660	650	260	280	260
November.....	650	880	1,000	820	890	670	570	560	550	240	250	230
December.....	620	880	1,010	760	820	770	620	690	660	220	250	260
Annual Total.....	5,240	6,540	7,830	6,430	7,140	6,350	5,440	5,980	6,640	2,740	2,790	2,930



TABLE 4 - MANITOBA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS 1947, 1948 and 1949

(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	540	510	550	1,300	1,530	1,710	170	250	240	230	270	320
February.....	500	550	570	1,170	1,320	1,490	160	260	250	230	250	320
March.....	660	590	710	1,620	1,510	1,770	210	240	270	280	280	410
April.....	880	720	1,010	1,840	1,870	2,160	180	300	340	250	320	430
May.....	960	1,020	1,070	2,700	2,850	3,100	230	310	360	260	250	300
June.....	900	1,150	1,150	2,810	3,630	3,720	170	300	350	230	290	290
July.....	950	970	1,060	2,670	3,180	3,190	180	260	290	180	300	270
August.....	860	950	930	2,410	3,160	3,200	180	290	360	190	260	340
September.....	990	890	1,160	2,710	3,280	3,880	190	310	340	270	360	400
October.....	1,100	1,040	1,250	3,000	3,640	3,560	230	300	340	300	390	440
November.....	960	1,020	1,090	2,210	2,820	3,020	190	340	330	310	410	440
December.....	1,090	1,160	1,340	1,480	1,860	2,130	230	360	450	390	490	560
Annual Total.....	10,390	10,570	11,890	25,920	30,650	32,920	2,320	3,520	3,920	3,120	3,870	4,520

Month	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,470	1,540	1,640	1,170	1,410	1,550	880	920	950	200	200	250
February.....	1,320	1,360	1,590	1,010	1,270	1,570	810	910	940	200	190	230
March.....	1,590	1,650	1,930	920	1,220	1,190	950	970	1,040	260	260	340
April.....	1,680	1,770	2,210	710	780	830	930	970	1,110	250	240	350
May.....	1,840	1,950	2,200	600	640	670	970	1,050	1,070	280	320	320
June.....	1,970	1,680	2,190	620	650	640	930	1,040	1,070	300	320	380
July.....	2,160	1,850	2,170	560	640	630	990	1,080	1,090	240	300	330
August.....	1,900	1,590	1,930	660	910	720	1,000	1,070	1,140	320	290	350
September.....	1,780	1,990	2,330	1,020	1,140	1,390	940	1,110	1,130	330	350	390
October.....	1,890	2,180	2,470	1,060	1,330	1,410	980	1,160	1,110	340	380	420
November.....	1,560	1,860	2,080	1,000	1,240	1,210	910	1,050	1,030	350	380	450
December.....	1,630	1,830	2,130	1,150	1,370	1,430	1,320	1,500	1,490	890	950	1,040
Annual Total.....	20,790	21,250	24,870	10,480	12,600	12,940	11,610	12,830	13,170	3,960	4,180	4,850

Month	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	90	100	90	3,920	4,110	4,780
February.....	90	90	90	3,960	4,140	4,640
March.....	100	100	100	4,840	5,070	5,920
April.....	100	100	110	5,630	6,100	8,850
May.....	100	100	100	6,440	7,970	7,730
June.....	100	100	110	5,760	7,910	8,090
July.....	100	100	100	6,090	7,380	7,720
August.....	100	100	100	6,800	7,750	9,410
September.....	90	100	110	6,220	7,830	8,270
October.....	110	110	110	6,430	7,330	7,590
November.....	100	100	110	5,650	6,750	6,920
December.....	160	160	160	6,060	7,320	7,740
Annual Total.....	1,240	1,260	1,290	67,800	79,660	87,640



TABLE 4 - SASKATCHEWAN - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	21,280	25,370	26,620	2,530	2,980	3,100	500	470	520	3,900	4,480	4,940
February.....	20,220	20,720	25,540	2,560	2,680	3,120	490	420	500	3,890	3,910	4,420
March.....	27,030	28,060	34,110	2,900	2,890	3,490	560	510	600	4,880	4,820	5,560
April.....	31,730	32,150	48,440	2,880	3,160	3,910	590	580	710	5,120	5,170	7,320
May.....	36,210	43,450	45,620	3,320	3,600	4,000	740	680	720	6,330	6,890	6,910
June.....	34,030	44,030	46,990	3,230	3,660	4,070	710	760	760	5,830	6,750	7,030
July.....	36,380	44,910	46,130	3,400	3,900	4,310	660	800	700	6,260	7,130	7,230
August.....	40,130	43,070	54,200	3,740	3,790	4,120	760	760	740	6,740	7,060	8,010
September.....	39,560	47,380	53,890	3,530	4,120	4,490	790	830	840	7,600	8,160	8,980
October.....	41,530	49,090	54,280	3,520	4,120	4,310	830	930	800	7,290	7,900	9,190
November.....	36,060	40,630	41,300	3,390	3,610	3,920	690	770	740	6,330	6,710	7,030
December.....	34,380	39,710	42,560	3,370	3,940	4,400	570	750	670	6,840	7,380	8,570
Annual Total.....	398,540	458,570	519,460	38,370	42,440	47,240	7,890	8,260	8,300	71,610	76,360	85,190

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,660	2,060	2,330	230	260	240	2,500	2,950	2,800	710	1,160	1,250
February.....	1,840	1,910	2,260	220	270	270	2,050	1,900	2,270	750	850	1,180
March.....	3,320	3,340	3,810	280	320	310	3,280	3,850	4,730	900	1,190	1,680
April.....	2,800	3,490	4,300	320	310	410	4,290	4,370	7,520	2,010	1,810	3,500
May.....	2,760	3,400	3,570	340	370	370	4,450	6,200	6,490	2,830	3,710	3,620
June.....	2,390	3,080	3,360	340	380	380	4,150	5,630	5,840	2,750	4,160	4,300
July.....	1,870	2,290	2,490	350	390	400	4,060	4,920	6,300	3,160	3,970	4,530
August.....	2,290	2,420	2,570	340	360	360	4,420	4,440	6,820	3,780	4,460	6,000
September.....	3,880	4,440	4,770	320	360	380	4,110	5,660	7,060	2,760	3,690	5,170
October.....	4,100	5,120	5,200	400	470	470	4,490	5,670	6,000	2,730	3,640	4,610
November.....	4,190	4,800	4,410	460	470	470	4,120	5,030	4,670	1,700	2,510	2,760
December.....	4,300	5,230	5,740	730	760	800	3,080	3,560	3,380	1,860	1,860	2,280
Annual Total.....	35,390	41,580	44,800	4,330	4,720	4,860	45,000	54,080	63,880	25,940	33,030	40,860

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	290	320	310	520	540	610	360	410	510	80	100	100
February.....	260	230	230	420	440	510	280	290	460	60	60	90
March.....	360	330	310	560	520	770	400	450	610	90	100	110
April.....	390	390	500	700	670	1,130	500	510	970	130	110	200
May.....	380	430	440	780	910	1,090	500	590	690	150	170	170
June.....	380	420	460	750	860	940	390	420	580	150	170	190
July.....	300	340	330	620	700	710	370	450	510	130	170	170
August.....	310	300	280	580	560	620	400	430	580	130	130	130
September.....	430	480	480	730	910	890	420	630	640	170	160	180
October.....	530	660	600	1,530	1,390	1,430	590	890	890	160	200	190
November.....	560	580	510	1,250	1,150	1,040	520	670	610	140	170	140
December.....	540	640	670	970	1,120	1,340	500	610	720	130	160	180
Annual Total.....	4,730	5,110	5,120	9,410	9,760	11,080	5,230	6,350	7,770	1,520	1,700	1,850

TABLE 4 - SASKATCHEWAN - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	670	710	670	1,240	1,260	1,360	220	190	180	280	240	160
February .....	830	590	870	1,170	1,040	1,320	180	140	170	230	230	260
March .....	950	800	1,040	1,530	1,240	1,370	210	170	220	290	290	290
April .....	1,230	1,180	1,550	1,820	1,420	1,900	240	210	290	310	300	430
May .....	1,490	1,600	1,400	2,930	2,350	2,840	230	250	230	270	290	270
June .....	1,360	1,410	1,580	3,010	3,110	3,090	230	220	260	270	320	370
July .....	1,370	1,350	1,380	2,900	3,050	3,190	200	220	230	230	280	390
August .....	1,260	1,610	1,440	2,690	2,840	3,120	230	240	250	300	280	260
September .....	1,230	1,410	1,480	2,820	3,020	3,370	260	230	290	290	420	380
October .....	1,340	1,540	1,550	3,150	3,540	4,020	300	330	350	310	490	450
November .....	1,250	1,410	1,310	2,340	2,840	3,050	290	300	330	420	290	230
December .....	1,170	1,420	1,410	1,550	1,480	1,800	260	290	320	400	520	350
Annual Total .....	13,950	15,030	15,660	27,150	27,190	30,430	2,850	2,790	3,120	3,600	3,950	3,830

Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January .....	1,120	1,060	1,050	590	700	810	570	650	700	90	90	80
February .....	1,060	990	980	670	780	860	520	600	670	80	60	70
March .....	1,290	1,130	1,250	650	850	590	610	630	800	90	70	90
April .....	1,210	1,230	1,450	450	600	300	600	670	840	70	80	90
May .....	1,260	1,310	1,360	460	430	260	630	770	780	100	80	110
June .....	1,340	1,420	1,610	510	650	410	630	690	750	100	110	110
July .....	1,450	1,570	1,790	460	410	270	630	690	760	80	90	100
August .....	1,390	1,480	1,690	530	540	430	650	730	800	90	100	110
September .....	1,250	1,450	1,620	720	720	720	670	720	860	100	140	110
October .....	1,440	1,590	1,650	720	920	980	810	850	850	110	120	120
November .....	1,280	1,360	1,440	710	850	770	670	750	790	120	140	150
December .....	1,220	1,290	1,390	790	900	950	910	1,000	1,060	300	370	410
Annual Total .....	15,310	15,890	17,180	7,260	8,350	7,350	7,910	8,750	9,660	1,330	1,460	1,550

Months	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January .....	130	140	180	3,090	4,600	4,730
February .....	130	130	170	2,730	3,170	4,670
March .....	140	140	190	3,740	4,420	6,290
April .....	140	160	200	5,930	5,740	10,920
May .....	140	170	190	6,130	9,540	10,110
June .....	140	160	190	5,370	9,650	10,810
July .....	150	160	200	7,730	11,940	10,140
August .....	160	160	200	9,330	10,400	15,670
September .....	140	170	190	7,340	9,650	10,990
October .....	150	170	190	7,030	8,650	10,430
November .....	150	160	190	4,880	6,060	6,740
December .....	220	230	260	4,670	6,200	5,880
Annual Total .....	1,790	1,940	2,350	67,970	89,830	107,360

TABLE 4 - ALBERTA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Month	Total All Trades			Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	30,890	38,650	43,790	3,540	4,350	4,840	900	880	1,050	3,390	3,990	4,100
February.....	29,810	31,500	39,310	3,670	3,790	4,550	840	760	930	3,330	3,450	3,950
March.....	36,320	41,670	52,210	3,870	4,260	5,070	910	860	1,100	3,750	4,310	4,770
April.....	39,630	42,320	59,490	3,910	4,540	5,600	970	970	1,210	4,040	4,370	5,680
May.....	41,150	49,450	57,310	4,490	4,860	5,470	1,090	1,010	1,090	4,650	5,140	5,360
June.....	40,300	52,140	57,830	4,330	5,020	5,750	1,060	1,090	1,030	4,390	5,390	5,530
July.....	41,920	51,500	57,280	4,450	5,380	5,890	1,050	1,140	1,110	4,570	5,480	5,480
August.....	44,280	52,620	58,620	4,620	5,310	5,720	1,040	1,130	1,150	4,870	5,650	5,680
September.....	44,840	55,690	60,870	4,550	5,530	5,950	1,060	1,180	1,240	4,940	6,020	6,240
October.....	45,500	58,980	64,570	4,660	5,680	5,920	1,250	1,350	1,320	5,290	6,400	6,560
November.....	46,240	56,670	57,750	4,760	5,350	5,660	1,050	1,210	1,200	5,340	5,730	5,370
December.....	48,150	62,810	64,090	4,930	5,870	6,370	1,190	1,460	1,460	5,640	6,470	6,650
Annual Total.....	489,030	592,000	673,120	51,760	59,920	66,790	12,410	13,040	13,890	54,200	62,400	65,370

Month	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	2,230	2,790	3,170	310	370	380	3,530	4,560	4,190	1,960	2,220	2,040
February.....	2,410	2,500	3,140	320	360	410	3,240	3,000	3,900	1,820	1,800	1,950
March.....	3,870	4,130	4,940	380	460	510	4,340	4,640	6,360	2,010	2,110	2,610
April.....	3,070	3,850	4,870	430	440	630	4,650	4,860	7,830	2,420	2,420	2,810
May.....	3,130	3,870	4,360	430	480	570	4,750	5,380	7,630	2,570	2,750	2,810
June.....	2,900	3,740	4,210	430	500	580	4,990	5,620	6,950	2,640	3,080	2,930
July.....	2,610	3,270	3,570	460	510	620	4,850	5,320	7,340	2,960	3,690	3,170
August.....	3,240	3,640	3,780	440	480	570	4,880	4,790	6,190	3,010	3,260	3,270
September.....	4,550	4,830	5,070	410	470	570	5,240	5,790	7,370	2,760	3,130	3,040
October.....	4,210	5,730	6,300	470	590	680	5,740	6,480	7,920	2,800	3,300	3,000
November.....	5,020	5,880	5,440	610	730	700	5,160	6,320	6,310	2,520	2,700	2,290
December.....	5,430	6,890	7,610	1,040	1,280	1,330	4,150	6,450	5,850	2,410	2,800	2,390
Annual Total	42,670	51,120	56,460	5,730	6,670	7,550	55,520	63,210	77,740	29,880	33,210	32,210

Month	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	620	730	770	390	370	400	610	730	1,010	140	190	190
February.....	670	550	550	390	320	400	540	500	690	110	110	170
March.....	830	660	880	470	470	540	770	760	1,110	160	180	260
April.....	830	670	1,020	530	530	740	790	900	1,530	200	210	390
May.....	840	800	970	520	610	610	780	1,040	1,250	210	250	320
June.....	820	820	1,010	530	590	590	640	840	1,110	200	260	350
July.....	720	760	880	500	550	570	630	820	1,170	230	260	330
August.....	710	660	680	480	520	510	640	790	970	230	250	340
September.....	830	860	910	520	580	600	710	1,010	1,070	280	240	300
October.....	930	1,140	1,320	620	850	790	810	1,300	1,220	220	280	360
November.....	1,130	1,060	1,040	770	820	640	930	1,230	1,130	230	250	280
December.....	1,450	1,510	1,710	830	900	930	1,070	1,320	1,530	240	310	390
Annual Total.....	10,380	10,220	11,740	6,550	7,110	7,320	8,920	11,240	13,790	2,450	2,790	3,680



TABLE 4 - ALBERTA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1947, 1948 and 1949

(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,180	1,400	1,460	1,470	1,780	1,890	720	730	680	390	520	1,000
February.....	1,170	1,210	1,460	1,320	1,430	1,710	640	540	540	470	440	880
March.....	1,360	1,520	1,920	1,720	1,700	2,380	760	630	690	460	420	860
April.....	1,680	1,640	2,450	2,370	1,840	2,970	750	780	780	430	410	780
May.....	1,760	2,260	2,470	2,490	2,370	3,590	710	720	730	540	400	770
June.....	1,730	2,260	2,410	2,830	3,340	3,910	690	700	730	390	340	690
July.....	1,670	1,920	1,990	2,710	3,200	3,420	610	670	670	400	370	740
August.....	1,780	2,200	2,610	2,790	3,660	3,900	690	710	740	450	420	780
September.....	1,890	2,380	2,470	2,890	3,480	3,720	720	750	860	610	530	990
October.....	1,850	2,390	2,560	2,870	3,830	3,920	800	1,140	970	680	690	1,150
November.....	1,990	2,370	2,280	2,420	3,660	3,350	910	1,010	960	720	650	1,330
December.....	2,320	2,950	2,880	1,860	2,150	2,350	750	890	860	820	720	1,290
Annual Total.....	20,380	24,500	26,960	27,740	32,440	37,110	8,750	9,270	9,200	6,360	5,910	11,260

Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	1,980	2,090	2,110	370	230	320	900	980	970	250	240	230
February.....	1,860	1,890	1,790	370	120	310	820	860	940	210	170	170
March.....	2,110	2,120	2,340	240	120	130	900	960	1,050	230	210	210
April.....	2,100	2,000	2,550	160	100	70	920	950	1,040	210	210	280
May.....	2,080	2,050	2,610	150	100	90	930	960	1,000	270	240	270
June.....	2,140	2,220	2,500	120	100	80	890	950	980	260	260	270
July.....	2,530	2,730	3,020	90	100	50	900	970	960	260	270	300
August.....	2,420	2,710	2,630	130	130	70	880	940	970	290	280	320
September.....	2,080	2,510	2,790	210	170	120	900	1,030	1,030	260	310	290
October.....	2,090	2,670	2,690	280	210	210	950	1,110	1,070	270	320	320
November.....	2,170	2,470	2,570	330	250	240	900	980	980	340	300	450
December.....	2,090	2,470	2,320	330	250	260	1,410	1,460	1,450	800	850	1,090
Annual Total.....	25,650	27,930	29,920	2,770	1,880	1,950	11,300	12,150	12,440	3,650	3,660	4,200

Months	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	140	190	230	5,870	9,310	12,760
February.....	130	180	220	5,480	7,520	10,650
March.....	120	160	190	7,060	10,990	14,390
April.....	140	200	240	9,040	10,430	16,020
May.....	160	210	230	8,600	13,950	15,210
June.....	150	210	240	8,170	14,860	15,980
July.....	180	200	220	9,540	13,890	15,780
August.....	170	180	210	10,520	14,910	17,530
September.....	160	220	240	9,290	12,670	16,010
October.....	180	240	250	8,530	13,300	16,040
November.....	200	240	260	8,740	13,460	15,270
December.....	300	370	440	9,090	15,440	14,930
Annual Total.....	2,030	2,600	2,970	99,930	150,730	180,570



TABLE 4 - BRITISH COLUMBIA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS, 1947, 1948 and 1949

(in thousands of dollars)

Months	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	50,370	62,610	62,050	7,380	9,140	9,390	2,310	2,440	2,490	1,920	2,250	2,160
February.....	50,820	55,000	56,730	7,320	8,430	9,070	2,170	2,250	2,430	2,050	2,180	2,270
March.....	59,990	68,160	74,650	8,200	9,400	10,000	2,420	2,280	2,620	2,240	2,490	2,530
April.....	60,180	72,100	81,640	8,090	9,590	10,390	2,350	2,370	2,720	2,290	2,540	2,500
May.....	65,360	72,150	81,340	8,730	9,800	9,690	2,530	2,430	2,450	2,600	2,610	2,680
June.....	64,820	74,000	80,540	8,700	9,760	10,310	2,400	2,390	2,570	2,740	2,810	2,750
July.....	68,240	74,200	84,140	8,700	10,390	10,380	2,390	2,460	2,500	2,850	3,050	3,320
August.....	68,120	74,110	81,500	9,070	9,760	10,050	2,550	2,450	2,490	2,840	3,010	3,390
September.....	68,600	74,100	81,500	8,940	9,920	10,180	2,360	2,280	2,400	3,000	3,100	2,840
October.....	69,200	78,310	83,470	9,320	10,480	10,440	2,600	2,710	2,650	2,800	2,950	2,850
November.....	69,940	76,400	78,460	9,650	10,440	10,230	2,520	2,520	2,490	2,660	3,180	2,960
December.....	83,030	89,700	94,010	10,000	11,660	11,940	3,170	3,170	3,360	3,240	3,240	3,130
Annual Total.....	776,670	870,840	940,030	104,100	118,770	122,070	29,770	29,740	31,170	31,230	33,410	33,400

Months	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	4,870	6,200	6,530	380	480	450	6,800	9,140	8,400	2,620	3,400	3,190
February.....	5,410	5,950	6,400	430	480	470	6,090	6,090	6,890	2,520	2,970	3,070
March.....	6,900	8,060	8,870	500	590	540	8,020	9,540	11,830	2,820	3,370	4,100
April.....	6,320	8,220	9,160	500	550	630	8,440	10,570	15,130	3,020	3,670	4,190
May.....	6,970	8,190	8,860	520	560	580	8,100	9,720	15,950	3,190	3,780	4,640
June.....	6,530	7,660	8,210	510	550	590	8,680	9,780	14,470	3,290	4,370	4,800
July.....	6,350	7,290	7,760	540	590	610	8,880	8,130	16,540	3,970	4,210	5,310
August.....	6,780	8,020	8,180	560	580	580	8,250	7,670	13,300	3,530	4,110	4,900
September.....	8,400	8,850	9,220	540	540	580	9,460	8,960	14,670	3,320	3,900	4,430
October.....	7,860	9,740	10,390	550	700	640	10,050	10,440	14,790	3,250	4,470	4,630
November.....	8,960	10,810	10,290	690	720	640	9,350	9,610	13,760	3,410	3,940	4,380
December.....	11,680	13,480	14,990	1,380	1,510	1,440	8,380	8,610	11,130	2,950	3,620	4,260
Annual Total.....	87,030	102,470	108,860	7,100	7,850	7,750	100,500	108,260	156,860	37,890	45,810	51,900

Months	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	910	1,130	970	790	1,120	1,200	1,410	1,680	1,710	580	630	510
February.....	1,010	1,010	930	780	880	880	1,390	1,360	1,250	630	590	400
March.....	1,210	1,210	1,260	980	1,020	1,140	1,810	2,170	2,350	760	680	660
April.....	1,110	1,330	1,380	970	1,360	1,670	1,620	2,160	2,460	750	780	790
May.....	1,250	1,310	1,300	1,110	1,230	1,310	1,860	2,160	2,320	960	820	800
June.....	1,300	1,410	1,310	1,140	1,360	1,320	1,660	2,020	1,860	840	840	700
July.....	1,220	1,250	1,410	1,220	1,370	1,330	1,480	1,830	1,820	830	820	710
August.....	1,260	1,300	1,230	1,260	1,340	1,330	1,480	1,810	1,740	890	760	630
September.....	1,430	1,380	1,430	1,270	1,290	1,290	1,750	1,950	1,920	1,040	830	750
October.....	1,420	1,710	1,560	1,330	1,370	1,310	1,790	2,230	2,230	840	820	730
November.....	1,480	1,640	1,220	1,300	1,310	1,180	1,860	2,020	1,840	820	750	600
December.....	2,050	2,320	2,170	1,950	2,140	1,990	2,690	2,900	3,080	1,120	960	940
Annual Total.....	15,650	17,000	16,160	14,100	15,790	15,950	20,700	24,290	24,580	10,060	9,280	8,220

TABLE 4 - BRITISH COLUMBIA - ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS, 1947, 1948 and 1949

(in thousands of dollars)

Months	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	920	1,220	1,110	1,040	1,570	1,650	1,190	1,150	960	590	820	650
February.....	1,150	1,190	1,060	990	1,370	1,400	1,180	1,120	1,020	640	660	550
March.....	1,420	1,420	1,430	1,310	1,810	2,370	1,360	1,360	1,360	640	860	790
April.....	1,440	1,660	1,680	1,270	2,110	2,410	1,230	1,490	1,380	550	890	780
May.....	1,750	1,670	1,800	1,520	2,030	2,600	1,470	1,350	1,270	610	910	760
June.....	1,560	1,790	1,720	1,550	2,250	2,640	1,330	1,390	1,280	590	850	750
July.....	1,550	1,680	1,690	1,500	1,920	2,390	1,390	1,120	1,210	590	790	630
August.....	1,630	1,640	1,690	1,670	2,180	2,900	1,430	1,350	1,340	590	650	640
September.....	1,570	1,650	1,850	1,700	2,190	2,960	1,480	1,220	1,290	680	730	800
October.....	1,720	1,800	1,850	1,780	2,150	2,910	1,470	1,430	1,520	740	920	800
November.....	1,810	1,750	1,630	1,680	2,110	2,610	1,820	1,370	1,470	910	950	840
December.....	2,360	2,140	2,190	1,510	1,370	1,990	1,820	1,530	1,700	960	1,080	1,210
Annual Total.....	18,880	19,510	19,700	17,520	23,060	28,830	17,170	15,880	15,800	7,890	10,110	9,200

Months	Restaurants			Coal & Wood Dealers			Drug Stores			Jewellery Stores		
	1947	1948	1949	1947	1948	1949	1947	1948	1949	1947	1948	1949
January.....	2,600	3,250	3,470	1,030	1,050	1,220	1,310	1,600	1,610	450	490	470
February.....	2,450	3,000	3,020	870	800	1,030	1,270	1,540	1,540	480	440	430
March.....	2,640	3,260	3,550	700	960	820	1,350	1,640	1,690	480	550	650
April.....	2,800	3,190	3,610	840	760	560	1,300	1,560	1,690	490	580	720
May.....	2,880	3,490	3,790	620	600	540	1,400	1,590	1,620	630	610	670
June.....	3,000	3,400	3,830	670	480	460	1,360	1,590	1,560	660	690	750
July.....	3,410	4,020	4,490	580	540	420	1,460	1,620	1,600	700	680	790
August.....	3,390	4,150	4,730	750	870	680	1,460	1,560	1,580	760	880	880
September.....	3,010	3,740	4,300	720	970	870	1,470	1,650	1,610	630	690	770
October.....	2,730	3,470	3,780	850	850	900	1,480	1,630	1,570	640	640	690
November.....	2,770	3,240	3,310	780	1,090	850	1,450	1,590	1,630	800	710	800
December.....	3,100	3,470	3,550	960	1,340	960	2,180	2,260	2,240	1,910	1,780	2,040
Annual Total.....	34,780	41,680	45,410	9,370	10,300	9,310	17,490	19,830	19,940	8,630	8,740	9,660

Months	Tobacco Stores			All Other Trades		
	1947	1948	1949	1947	1948	1949
January.....	530	620	640	10,740	13,230	13,250
February.....	530	590	630	11,560	12,100	11,990
March.....	580	630	690	13,750	14,860	15,410
April.....	570	590	680	14,230	16,140	17,110
May.....	620	630	640	16,040	16,660	17,070
June.....	580	620	640	15,830	17,990	18,020
July.....	620	650	690	18,010	19,900	18,540
August.....	640	640	670	17,330	19,380	18,570
September.....	580	590	650	15,250	17,670	16,690
October.....	570	620	660	15,410	17,180	16,570
November.....	560	590	630	14,660	16,060	15,100
December.....	790	810	830	18,830	20,310	18,890
Annual Total.....	7,170	7,680	8,050	181,640	201,480	197,210

Appendix 1.SUMMARY OF ESTIMATION METHODS

The sales estimates appearing in the preceding tables are a composite of separate estimates obtained for chain and independent stores, both of which are described below.

Chain Stores

A sample providing for approximately 90% coverage in each trade and province was used. Stores are classified individually rather than according to the trade class of the whole chain company. Monthly reports are being supplied by a total of 290 chain companies operating some 5,100 stores.

Independent Stores

All independent retail businesses listed in 1941 Census records were grouped according to:

- (i) kind of business
- (ii) province
- (iii) size of business (based on 1941 sales)

Sample stores were selected in ratios calculated to give representation to each class of store. A lower proportion of stores was chosen in Ontario and Quebec where the density of retail businesses is greatest. Similarly, selection ratios were such that a small proportion of stores in the lower sales-size categories was used and progressively larger proportions as the sales size increased. Random selection methods were used.

Stores included in the sample were required to report monthly sales figures from January, 1947 onwards. The 1941-1947 trend in sales of all sample stores within each kind-province-size category was applied to the total 1941 sales of all stores within that category in order to arrive at 1947 estimates of sales. Seasonal patterns were developed from the information supplied by the sample stores and applied to the total estimated annual sales in order to obtain monthly estimates. Results for the different size categories are not published separately, since these were used only to give proper recognition to the variable trends by size of business.

Monthly estimates for years subsequent to 1947 are obtained by applying the monthly percentage changes (1948 of 1947 and 1949 of 1948), to the 1947 and 1948 estimates for the corresponding month.

A sample of 7,200 independent stores is now reporting to the Bureau each month. Reports are also received from 31 departmental firms.

Adjustments for the Effect of Changes in the Number of Stores and Kind of Business

Some retail firms which were in operation in 1941 have since gone out of business and their premises are not now occupied by a retail establishment. These have been treated as "store deaths", and the estimates have been lowered to account for them.

On the other hand, many new firms have come into existence since 1941 and these are regarded as "store births". A measurement of sales of these was made for each year and the volume has been incorporated in the revised estimates contained in this report.

Following is the method used in carrying out the "store death" and "store birth" adjustments:

Store Deaths

A measurement of the number of retail establishments which have ceased to exist since the 1941 Census was obtained for 1947, 1948 and 1949 from an original constant sample of 6,500 stores. Since this sample represented all stores in existence in 1941, it was possible, by determining the proportion represented by the closed stores, to adjust sales estimates accordingly. This was done, by kind of business and province, for 1947, 1948 and 1949.

Store Births

An area sample was used as the basis for estimating new stores. The sample covered approximately 10% of urban and 5% of rural areas. All stores in the selected areas were enumerated and those which had not existed in 1941 were identified. Sales figures of these "store births" were obtained and inflated according to their approximate sampling ratios.

Store Changes

A measurement of the changes in the kind of business operated was obtained from the original constant sample as in "store death" measurements, and sales estimates were adjusted accordingly.



Appendix 2.DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

Grocery and Combination Stores: This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat, provided meat sales are less than 20% of total sales.

Country General Stores: Under this classification are included all stores carrying a general line of merchandise and operating in communities of less than 2,000 population.

Department Stores: Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

Motor Vehicle Dealers: Includes all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate a repair garage in connection with the business. Used car dealers are not included.

Garages and Filling Stations: Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles exceeds sales of the commodities mentioned, the business is not included in the retail trade.

Women's Clothing Stores: This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

Appliances and Radio Stores: All stores trading mainly in household appliances and radios are included under this classification

All Other Trades: This includes all those stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.









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1950







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## NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

### Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- \* B Operating Results of Food Wholesalers, 25¢.
- \* C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- \* D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

### Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- \* H Operating Results of Chain Food Stores, 25¢.
- \* I Operating Results of Chain Clothing Stores, 25¢.
- \* J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

### Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

\* Biennial reports — not issued for 1950.

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# RETAIL TRADE

## 1950

A billion dollar increase in Canada's retail trade in 1950, equivalent to a 12% gain, raised sales to an unparalleled total of \$9,467,400,000. In 1949, sales were estimated to be \$8,427,900,000.

Over one-half of the total increase in sales volume was accounted for by motor vehicle dealers' sales which surged ahead at a phenomenal rate in 1950 as new vehicle distribution proceeded on a scale not previously approached. The increase in sales volume of motor vehicle dealers, from \$1,030,500,000 in 1949 to \$1,553,700,000 in 1950, was sufficient to enable that trade to overtake the grocery and combination store trade and gain first ranking among the individual kinds of business in point of dollar sales volume.

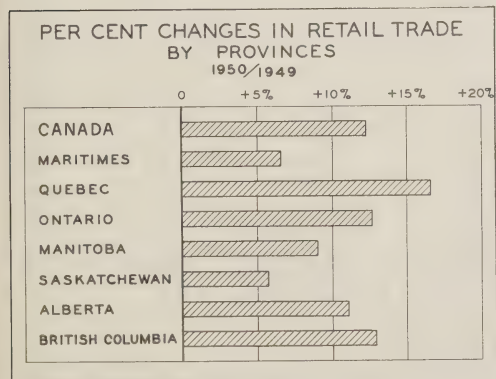
With construction proceeding apace on industrial, commercial and residential building in 1950, the retail lumber and building materials trade experienced a marked expansion in business. Sales were 25% ahead of 1949 dollar volume, the result of an increase from \$278,200,000 in 1949 to \$348,900,000 in 1950.

Only the two trades mentioned above equalled the overall increase of 12%, yet only five out of the twenty-one classifications for which results are reported showed lower sales in 1950 compared with 1949. Women's apparel stores suffered the greatest setback, sales declining 11% from \$181,100,000 in 1949 to \$161,100,000 in 1950. Minor reductions in sales volume occurred in the following kinds of business; country general stores, men's clothing stores, shoe stores and tobacco stores.

The buoyant state of the retail market during 1950 can be attributed to the prevailing high level of consumer income and, to some extent, to the increasing tension in international affairs following the start of the Korean struggle. The immediate impact of this latter event was less spectacular in Canada than in the United States, but it is remarkable that the rate of sales increases grew during the latter part of 1950.

Price increases also accelerated during 1950, but the extent to which they were a factor in the sales increases cannot be easily determined. Apart from the motor vehicle trade, where it is known that the number of units sold was 61% higher in 1950 than in 1949, it is likely that physical turnover of merchandise was actually lower for many items in 1950 than in the preceding year. The following price changes suggest the degree to which some of the sales increases reported might have been affected by price changes:

Commodity Group	Percent Change in Retail Prices 1950/1949
Food .....	+ 10
Clothing.....	+ 2
Home Furnishings and Services .....	+ 8
Miscellaneous .....	+ 7



All provinces shared in the expansion of retail business last year. Quebec's 17% increase was the largest recorded. Results for Alberta, Ontario and British Columbia showed increases approximating the average gain for the country as a whole (12%). In other provinces, increases ranged from 6% to 9%.

In 1950, the five leading trades (by dollar sales volume) accounted for 51.2% of all retail sales compared with 49.7% in 1949. The major shift was the ascent of motor vehicle dealers from second to first place, their sales being 16.4% of all retail sales in 1950 as against 12.2% in 1949. At the same time, grocery and combination store sales, which increased 9% in 1950, were 15.3% of the total in that year whereas they had formed 15.9% a year previously. The following table shows the position of the five leading trades, in their relation to the total:

## Major Trades Related to Total Volume — 1941, 1948, 1949 and 1950

(Millions of Dollars)

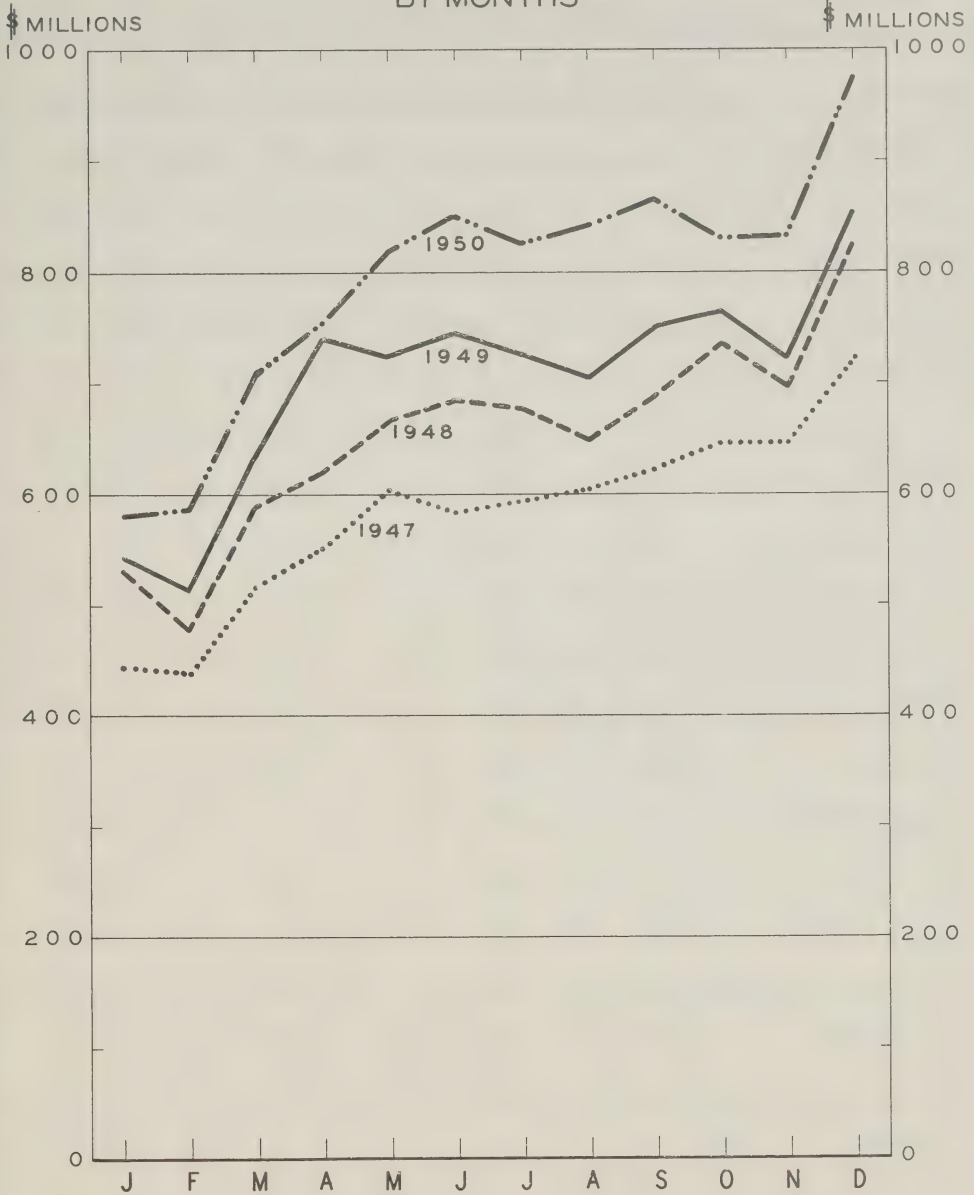
Selected Trades	1941		1948		1949		1950	
	Sales	Percent of Total	Sales	Percent of Total	Sales	Percent of Total	Sales	Percent of Total
Retail Trade — Total .....	3,436.8	100.0	7,839.3	100.0	8,427.9	100.0	9,467.4	100.0
Grocery & Combination Stores .....	567.3	16.5	1,254.5	16.0	1,336.9	15.9	1,450.6	15.3
Department Stores .....	377.8	11.0	803.1	10.2	855.5	10.2	872.4	9.2
Motor Vehicle Dealers .....	360.2	10.5	833.9	10.6	1,030.5	12.2	1,553.7	16.4
Country General Stores .....	213.3	6.2	477.3	6.1	478.9	5.7	474.4	5.0
Garages & Filling Stations .....	205.1	6.0	440.5	5.6	483.0	5.7	492.0	5.3
Total, 5 Trades .....	1,723.7	50.2	3,809.3	48.5	4,184.8	49.7	4,849.1	51.2
All Other Trades .....	1,713.1	49.8	4,030.0	51.5	4,243.1	50.3	4,618.3	48.8

The year 1950 was one in which consumer credit was extended on a much wider scale. At the year end, accounts outstanding for consumer goods increased about 28% compared with the previous year. This is a particularly important factor in the case of durable merchandise such as motor vehicles, furniture, appliances, radios and jewellery. The sales position, therefore, does not necessarily reveal exactly the pattern of consumer cash disbursements for merchandise.

It should be noted that a part of the sales increase reported between 1949 and 1950 was due to the net growth in the number of retail establishments in operation. This factor would be more prominent in areas where expansion of economic activity was particularly vigorous. On an overall basis, it is estimated that about 5% of the sales increase was accounted for by new entrants into the retail field.

## TOTAL RETAIL TRADE

— BY MONTHS —





**TABLE 1. Estimated Retail Trade — By Provinces and Kinds of Business, 1941, 1948, 1949 and 1950**  
(in millions of dollars)

No.	Kind of Business	Canada				Maritimes				Quebec			
		1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950
1	Total All Trades .....	3,436.8	7,839.3	8,427.9	9,467.4	282.8	593.1	613.8	654.5	818.7	1,809.3	1,890.7	2,205.2
2	Grocery & Combination Stores .....	567.3	1,254.5	1,336.9	1,450.6	56.4	114.0	114.2	119.6	163.8	378.6	399.3	426.1
3	Meat Stores .....	80.0	170.2	176.1	182.0	2.1	4.5	5.1	4.7	26.2	48.8	50.1	52.2
4	Country General Stores .....	213.3	477.3	478.9	474.4	26.8	70.7	64.4	59.8	49.3	102.4	101.3	100.8
5	Department Stores .....	377.8	803.1	855.5	872.4	28.7	58.3	63.8	62.6	58.5	130.2	135.2	139.6
6	Variety Stores .....	85.2	155.9	163.7	170.3	11.3	16.7	17.6	17.7	22.7	46.5	47.6	49.9
7	Motor Vehicle Dealers .....	360.2	833.9	1,030.5	1,553.7	30.9	57.1	66.5	96.1	68.3	173.2	195.7	336.5
8	Garages & Filling Stations .....	205.1	440.5	483.0	498.0	15.0	30.1	31.5	34.0	40.8	95.0	102.2	111.2
9	Men's Clothing Stores .....	79.9	165.5	172.2	171.6	6.9	13.8	14.0	12.0	20.2	40.6	41.6	38.7
10	Family Clothing Stores .....	73.8	158.6	156.8	160.5	7.5	16.4	17.1	17.8	25.3	54.4	49.9	50.6
11	Women's Clothing Stores .....	71.1	167.8	181.1	161.1	4.0	9.2	9.4	10.9	18.1	40.9	49.9	46.7
12	Shoe Stores .....	44.0	90.6	95.4	92.7	3.5	5.8	6.5	8.1	12.5	24.2	28.5	27.1
13	Hardware Stores .....	73.1	183.8	193.9	198.1	5.0	11.3	11.2	11.2	16.7	42.1	42.4	45.4
14	Lumber & Building Materials Dealers .....	79.8	253.0	278.2	348.9	4.4	6.4	6.5	7.3	11.9	31.4	32.4	40.2
15	Furniture Stores .....	64.1	147.5	148.9	159.6	4.3	8.6	8.7	8.2	21.3	41.4	40.9	48.8
16	Appliance & Radio Stores .....	45.9	111.2	130.7	144.9	2.1	9.5	12.4	9.8	10.3	29.1	32.6	37.0
17	Restaurants .....	126.6	296.6	321.5	339.5	7.6	12.2	13.1	14.8	27.6	52.0	62.0	68.4
18	Coal & Wood Dealers .....	98.6	179.2	179.3	194.3	7.5	13.4	11.8	12.0	22.1	39.6	41.3	46.2
19	Drug Stores .....	100.9	187.1	199.7	208.1	8.3	15.4	15.9	17.1	18.1	36.8	38.5	41.9
20	Jewellery Stores .....	38.4	70.6	74.3	78.9	2.8	5.2	6.3	6.1	9.3	20.0	19.1	20.6
21	Tobacco Stores .....	43.2	81.0	84.8	80.9	1.7	2.1	3.6	3.2	12.8	21.1	22.4	20.6
22	All Other Trades .....	608.7	1,611.6	1,686.6	1,926.9	45.7	112.2	114.1	121.4	163.0	361.2	357.7	456.7

Note. Any slight differences between the totals and their components in the tables in this bulletin, are due to the rounding of the figures.

TABLE 1. Estimated Retail Trade — By Provinces and Kinds of Business, 1941, 1948, 1949 and 1950

(in millions of dollars)

Ontario				Manitoba				Saskatchewan				Alberta				British Columbia				No.
1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950	
1,407.0	3,022.3	3,234.5	3,643.9	210.8	493.2	536.3	606.2	186.9	458.6	519.5	548.9	221.1	592.0	673.1	747.7	309.6	870.8	940.0	1,061.0	1
230.7	486.7	529.3	577.0	26.1	54.1	58.1	61.9	19.8	42.4	47.2	50.4	25.2	59.9	66.8	78.3	45.3	118.8	122.1	137.3	2
31.4	59.5	59.5	63.8	2.6	6.3	8.0	7.3	3.2	8.3	8.3	8.2	5.3	13.0	13.9	15.6	9.1	29.7	31.2	30.3	3
44.3	98.9	94.2	93.8	17.0	33.2	35.0	38.3	32.7	76.4	85.2	79.3	27.2	62.4	65.4	66.7	16.1	33.4	33.4	35.7	4
151.5	304.0	320.2	325.1	56.7	115.4	126.1	130.4	17.6	41.6	44.8	42.5	20.5	51.1	56.5	59.2	44.4	102.5	108.9	113.0	5
37.6	69.0	73.8	78.6	2.4	4.4	4.4	4.2	2.7	4.7	4.9	4.6	3.9	6.7	7.6	7.8	4.6	7.9	7.8	7.5	6
151.3	327.7	394.6	559.2	18.7	50.3	75.1	101.9	25.9	54.1	63.9	107.6	31.1	63.2	77.7	95.6	33.9	108.3	156.9	256.8	7
97.2	176.7	196.7	212.7	10.6	26.6	27.7	28.3	10.6	33.0	40.9	33.6	14.0	33.2	32.2	36.0	16.8	45.8	51.9	42.3	8
37.0	72.2	75.8	80.8	2.9	6.5	7.8	7.5	2.4	5.1	5.1	5.9	4.0	10.2	11.7	11.4	6.4	17.0	16.2	15.2	9
25.3	48.0	49.1	50.7	2.6	7.1	6.4	6.0	5.1	9.8	11.1	11.1	3.2	7.1	7.3	7.9	4.9	15.8	16.0	16.4	10
32.2	69.9	69.1	54.2	2.8	6.0	6.6	6.0	2.1	6.4	7.8	7.6	3.7	11.2	13.8	12.4	8.2	24.3	24.6	23.4	11
20.5	44.0	43.7	41.5	1.5	2.8	2.9	2.7	.9	1.7	1.8	1.7	1.5	2.8	3.7	3.9	3.7	9.3	8.2	7.6	12
27.2	60.8	66.1	65.6	4.2	10.6	11.9	12.0	7.2	15.0	15.7	14.7	7.8	24.5	27.0	29.5	4.9	19.5	19.7	19.6	13
32.6	101.9	110.0	158.9	7.2	30.7	32.9	37.3	9.3	27.2	30.4	30.9	9.2	32.4	37.1	41.3	5.2	23.1	28.8	33.1	14
27.1	66.1	67.2	70.7	1.1	3.5	3.9	4.1	1.2	2.8	3.1	2.7	3.5	9.3	9.2	9.2	5.5	15.9	15.8	15.9	15
21.8	48.7	56.9	66.0	2.9	3.9	4.5	5.5	1.6	4.0	3.8	3.6	2.1	5.9	11.3	11.3	4.9	10.1	9.2	11.6	16
51.6	125.6	129.0	137.3	7.8	21.2	24.9	26.5	6.8	15.9	17.2	17.1	10.4	27.9	29.9	32.5	14.7	41.7	45.4	43.0	17
53.8	93.1	94.6	100.7	6.2	12.6	12.9	14.2	3.4	8.4	7.4	9.2	1.3	1.9	2.0	1.3	4.3	10.3	9.3	10.6	18
49.2	81.3	90.0	90.5	6.2	12.8	13.2	13.6	5.0	8.8	9.7	10.4	5.9	12.2	12.4	13.9	8.3	19.8	19.9	20.7	19
17.0	27.3	28.6	30.5	2.2	4.2	4.9	4.4	1.3	1.5	1.6	2.4	1.9	3.7	4.2	5.3	3.9	8.7	9.7	9.7	20
21.2	44.4	44.1	42.6	1.3	1.3	1.3	1.2	.9	1.9	2.4	2.3	1.7	2.6	3.0	3.0	3.5	7.6	8.0	7.8	21
246.5	616.4	642.0	743.7	27.6	79.7	87.6	92.9	27.3	89.8	107.4	103.0	37.6	150.7	180.6	205.5	60.9	201.5	197.2	203.7	22

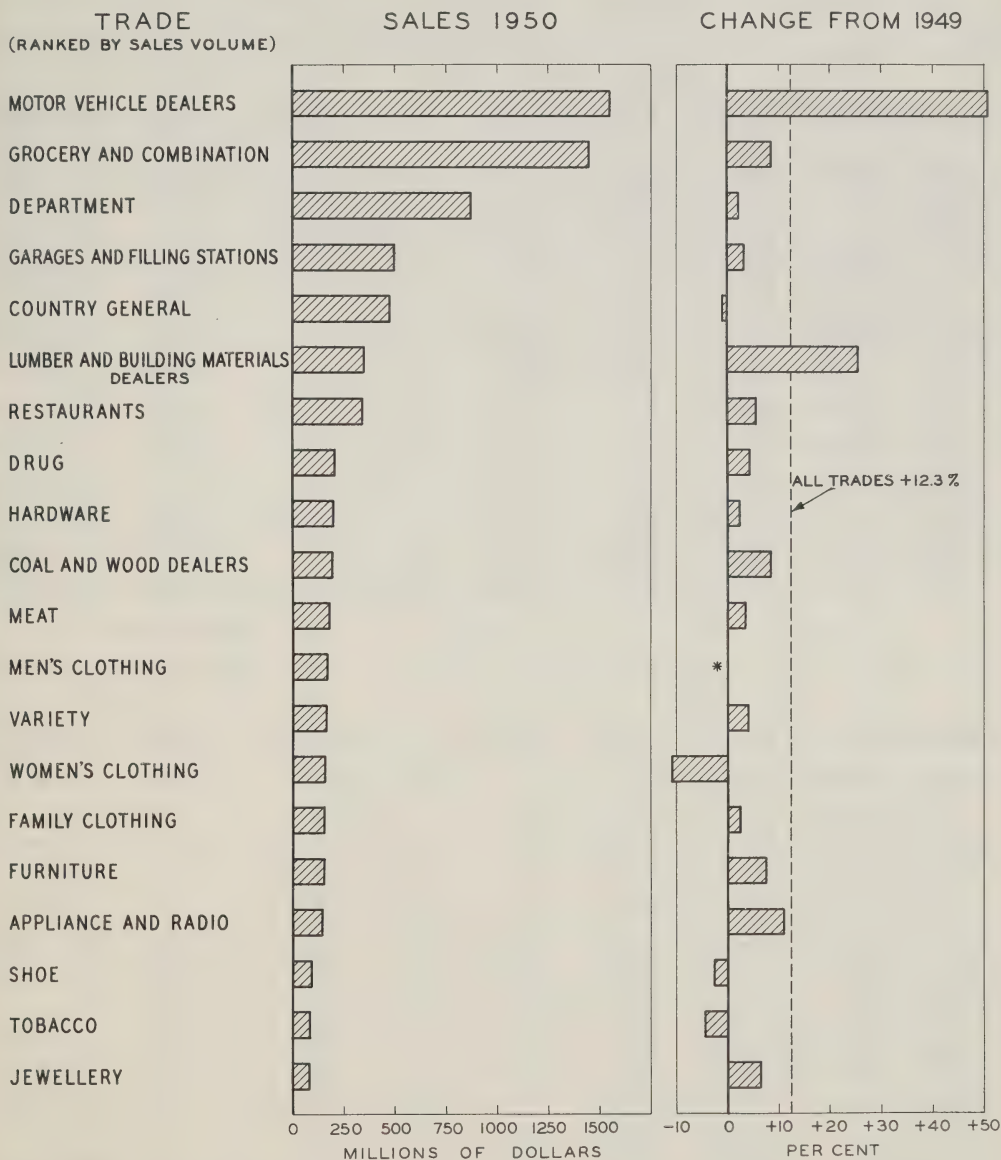
TABLE 2. Percentage Changes in Retail Trade — 1950-49 By Provinces and Kinds of Business

Kind of Business	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total — All Trades .....	+12.3	+ 6.6	+16.6	+12.7	+ 9.0	+ 5.7	+11.1	+12.9
Grocery & Combination Stores .....	+ 8.5	+ 4.7	+ 6.7	+ 9.0	+ 6.5	+ 6.8	+17.2	+12.5
Meat Stores .....	+ 3.4	- 8.1	+ 4.2	+ 7.2	- 9.1	- 1.0	+12.2	- 2.8
Country General Stores .....	- 0.9	- 7.2	- 0.6	- 0.4	+ 9.3	- 6.9	+ 2.1	+ 6.8
Department Stores .....	+ 2.0	- 1.9	+ 3.3	+ 1.5	+ 3.4	- 5.1	+ 4.8	+ 3.8
Variety Stores .....	+ 4.1	+ 0.2	+ 4.7	+ 6.5	- 5.0	- 4.3	+ 3.4	- 3.0
Motor Vehicle Dealers .....	+50.8	+44.5	+71.9	+41.7	+35.7	+68.4	+22.9	+63.7
Garages & Filling Stations .....	+ 3.1	+ 8.2	+ 8.8	+ 8.1	+ 2.1	-17.9	+11.6	-18.5
Men's Clothing Stores .....	- 0.4	-14.0	- 7.0	+ 6.7	- 3.8	+14.5	- 2.7	- 5.6
Family Clothing Stores .....	+ 2.4	+ 4.0	+ 1.4	+ 3.3	- 5.2	- 0.1	+ 8.2	+ 2.7
Women's Clothing Stores .....	-11.0	+16.5	- 6.4	-21.6	-10.4	- 1.7	-10.2	- 5.0
Shoe Stores .....	- 2.8	+24.4	- 5.0	- 4.9	- 8.2	- 8.6	+ 7.1	- 7.4
Hardware Stores .....	+ 2.2	+ 0.2	+ 7.2	- 0.7	+ 0.8	- 6.3	+ 9.6	- 0.5
Lumber & Building Materials Dealers .....	+25.4	+12.9	+23.9	+44.4	+13.2	+ 1.4	+11.4	+14.7
Furniture Stores .....	+ 7.2	- 5.7	+19.2	+ 5.2	+ 3.8	-12.8	- 0.2	+ 0.4
Appliance & Radio Stores .....	+10.9	-21.1	+13.7	+16.0	+22.6	- 5.5	+ 0.5	+26.1
Restaurants .....	+ 5.6	+12.2	+10.4	+ 6.4	+ 6.5	- 0.6	+ 8.5	- 5.3
Coal & Wood Dealers .....	+ 8.4	+ 1.9	+11.9	+ 6.4	+10.0	+25.4	-33.3	+13.6
Drug Stores .....	+ 4.2	+ 7.8	+ 8.8	+ 0.5	+ 3.1	+ 8.1	+11.7	+ 3.6
Jewellery Stores .....	+ 6.2	- 3.5	+ 7.6	+ 6.5	- 9.5	+56.1	+26.2	1
Tobacco Stores .....	- 4.6	-11.9	- 8.1	- 3.2	- 3.1	- 1.3	+ 2.4	- 2.6
All Other Trades .....	+14.2	+ 6.4	+27.7	+15.8	+ 6.0	- 4.0	+13.8	+ 3.3

1. Change of less than 0.05%.

## RETAIL TRADE, 1950

— SALES BY TRADES  
 — % CHANGE FROM 1949





**TABLE 3. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1950**  
(in thousands of dollars)

No.	Kind of Business	All Stores	Chain Stores	Independent Stores
		Canada		
1	<b>Total, All Trades .....</b>	<b>9,467,400</b>	<b>1,572,560</b>	<b>7,894,840</b>
2	Grocery & Combination Stores.....	1,450,610	505,360	945,250
3	Meat Stores.....	182,040	5,660	176,390
4	Country General Stores.....	474,420	15,420	459,000
5	Department Stores .....	872,380	—	872,380
6	Variety Stores .....	170,330	147,730	22,600
7	Motor Vehicle Dealers .....	1,553,680	22,810	1,530,870
8	Garages & Filling Stations .....	498,030	3,470	494,560
9	Men's Clothing Stores.....	171,570	20,660	150,910
10	Family Clothing Stores.....	160,510	34,020	126,490
11	Women's Clothing Stores .....	161,110	36,970	124,140
12	Shoe Stores.....	92,660	33,010	59,650
13	Hardware Stores.....	198,110	1	1
14	Lumber & Building Materials Dealers.....	348,930	67,340	281,590
15	Furniture Stores.....	159,570	35,920	123,660
16	Appliance & Radio Dealers.....	144,910	34,770	110,140
17	Restaurants .....	339,480	23,060	316,410
18	Coal & Wood Dealers .....	194,270	1	1
19	Drug Stores.....	208,080	28,970	179,110
20	Jewellery Stores .....	78,930	30,790	48,140
21	Tobacco Stores .....	80,870	16,060	64,800
22	All Other Trades.....	1,926,910	494,690	1,432,220
		Manitoba		
1	<b>Total, All Trades .....</b>	<b>606,250</b>	<b>72,380</b>	<b>533,870</b>
2	Grocery & Combination Stores.....	61,880	24,620	37,260
3	Meat Stores.....	7,270	—	7,270
4	Country General Stores.....	38,290	1	1
5	Department Stores .....	130,410	—	130,410
6	Variety Stores .....	4,220	4,220	—
7	Motor Vehicle Dealers .....	101,940	1	1
8	Garages & Filling Stations .....	28,300	—	28,300
9	Men's Clothing Stores.....	7,530	1	1
10	Family Clothing Stores.....	6,020	1,060	4,960
11	Women's Clothing Stores .....	5,950	2,000	3,950
12	Shoe Stores.....	2,690	550	2,140
13	Hardware Stores.....	11,990	1	1
14	Lumber & Building Materials Dealers.....	37,270	7,870	29,400
15	Furniture Stores.....	4,070	—	4,070
16	Appliance & Radio Dealers.....	5,540	1,470	4,070
17	Restaurants .....	26,490	1,080	25,410
18	Coal & Wood Dealers .....	14,230	—	14,230
19	Drug Stores.....	13,580	1	1
20	Jewellery Stores .....	4,390	1	1
21	Tobacco Stores .....	1,250	1	1
22	All Other Trades.....	92,940	24,400	68,540

1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

**TABLE 3. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1950**  
(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	No.
Maritimes			Quebec			Ontario			
654,480	105,840	548,640	2,205,150	318,380	1,886,770	3,643,910	740,220	2,903,680	
119,580	17,910	101,670	426,110	102,480	323,630	577,020	273,780	303,240	2
4,660	—	4,660	52,240	—	52,240	63,760	4,500	59,260	3
59,800	2,830	56,970	100,760	4,490	96,270	93,850	2,860	90,990	4
62,600	—	62,600	139,620	—	139,620	325,090	—	325,090	5
17,660	15,670	1,990	49,850	38,880	10,980	78,610	70,680	7,930	6
96,090	1	1	336,460	1	1	559,210	5,960	553,250	7
34,040	1	1	111,200	—	111,200	212,680	1	1	8
12,030	1	1	38,670	2,740	35,930	80,810	14,810	66,000	9
17,820	1	1	50,590	14,070	36,520	50,710	9,270	41,440	10
10,940	830	10,110	46,690	7,880	38,810	54,150	16,600	37,550	11
8,100	1	1	27,110	9,290	17,820	41,520	18,770	22,750	12
11,240	1	1	45,440	1	1	65,620	2,450	63,170	13
7,330	—	7,330	40,190	1	1	158,870	1	1	14
8,240	1	1	48,780	15,350	33,430	70,720	12,750	57,970	15
9,780	770	9,010	37,010	12,970	24,040	66,040	13,530	52,510	16
14,750	1	1	68,400	6,410	61,990	137,330	10,020	127,310	17
12,050	—	12,050	46,230	—	46,230	100,660	1	1	18
17,100	1,530	15,570	41,930	2,760	39,170	90,480	14,740	75,740	19
6,100	1	1	20,580	6,620	13,960	30,480	13,570	16,910	20
3,190	1	1	20,590	4,920	15,670	42,640	1	1	21
121,380	43,350	78,030	456,690	81,870	374,820	743,660	229,490	514,170	22
Saskatchewan			Alberta			British Columbia			
548,900	72,030	476,850	747,690	107,120	640,580	1,061,020	156,590	904,450	
50,430	1	1	78,300	1	1	137,290	46,670	90,620	2
8,220	1	1	15,580	—	15,580	30,310	1	1	3
79,300	1	1	66,740	1	1	35,680	1	1	4
42,520	—	42,520	59,180	—	59,180	112,960	—	112,960	5
4,650	4,530	120	7,810	6,950	860	7,520	6,800	720	6
107,580	1	1	95,580	1	1	256,820	1	1	7
33,560	—	33,560	35,960	—	35,960	42,290	1	1	8
5,860	1	1	11,420	1	1	15,250	1	1	9
11,070	4,450	6,620	7,920	1	1	16,380	1	1	10
7,640	1,370	6,270	12,390	2,240	10,150	23,350	6,050	17,300	11
1,690	1	1	3,940	1,140	2,800	7,610	1,440	6,170	12
14,680	—	14,680	29,540	1	1	19,600	1	1	13
30,870	19,480	11,390	41,330	21,420	19,910	33,070	3,310	29,760	14
2,720	1	1	9,180	—	9,180	15,860	5,780	10,090	15
3,620	1,070	2,550	11,320	2,980	8,340	11,600	1,980	9,620	16
17,070	1	1	32,450	440	32,010	42,990	4,730	38,260	17
9,220	—	9,220	1,300	—	1,300	10,580	—	10,580	18
10,440	1	1	13,890	1,970	11,920	20,660	5,820	14,840	19
2,420	1	1	5,300	2,940	2,370	9,660	3,670	5,990	20
2,320	1	1	3,040	1	1	7,840	1	1	21
103,020	20,150	82,870	205,520	34,810	170,710	203,700	60,620	143,080	22

**TABLE 4. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	529,980	542,320	580,740	95,930	99,770	104,550	12,720	13,580	13,500	30,420	30,520	29,210
February....	477,630	513,700	584,460	88,330	97,660	104,730	11,670	12,920	13,180	28,350	28,910	28,510
March .....	589,830	633,810	708,240	96,250	107,070	116,740	12,670	13,860	14,220	33,160	34,100	33,270
April.....	618,950	740,270	753,670	99,340	114,510	117,770	13,510	15,560	15,170	36,490	39,370	34,730
May .....	666,450	725,080	818,370	104,330	109,050	118,710	13,790	14,550	14,740	42,630	42,630	42,380
June .....	684,970	745,580	850,920	105,050	115,270	129,840	13,900	14,560	15,530	41,750	41,530	42,660
July .....	678,430	728,180	825,110	113,170	117,760	124,350	14,420	14,150	14,390	45,470	44,160	44,090
August.....	648,650	706,630	841,080	104,490	109,400	122,400	13,550	13,960	14,890	43,280	44,070	44,990
September..	687,460	751,620	866,180	106,630	114,440	127,440	14,630	14,930	16,130	43,650	43,510	44,060
October.....	735,810	764,280	830,440	113,790	114,720	119,900	16,450	15,690	15,950	44,600	44,270	41,950
November..	696,780	722,370	831,840	105,780	109,040	121,930	14,720	14,610	15,870	41,500	40,280	41,800
December..	824,400	854,060	976,350	121,440	128,240	142,250	18,130	17,680	18,470	46,040	45,590	46,770
<b>Annual Total..</b>	<b>7,839,340</b>	<b>8,427,900</b>	<b>9,467,400</b>	<b>1,254,530</b>	<b>1,336,930</b>	<b>1,450,610</b>	<b>170,160</b>	<b>176,050</b>	<b>182,040</b>	<b>477,340</b>	<b>478,940</b>	<b>474,420</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	44,890	48,770	49,460	8,220	8,660	8,410	62,450	56,200	84,800	27,420	28,900	30,820
February....	45,850	50,020	50,120	8,390	8,910	8,960	46,810	47,490	99,450	25,280	26,710	28,880
March .....	64,490	69,000	67,250	11,270	10,560	10,800	68,740	79,890	128,730	29,700	32,010	33,860
April.....	65,030	75,040	67,590	10,760	13,790	13,510	75,280	103,590	130,830	33,390	39,870	38,950
May .....	65,240	72,090	73,580	12,520	12,850	13,740	74,130	100,980	139,970	39,120	42,330	44,600
June .....	63,260	67,290	69,170	12,630	13,260	14,370	79,830	100,710	151,340	41,910	45,560	46,360
July .....	48,130	49,880	54,780	12,990	12,770	13,260	72,150	108,580	158,650	45,140	48,900	50,540
August.....	54,010	57,180	61,350	11,040	11,650	12,540	61,120	83,480	138,730	43,470	48,660	51,720
September..	70,690	76,150	78,320	12,040	13,070	14,130	74,220	99,880	140,700	41,360	46,570	47,370
October.....	82,310	82,870	83,710	14,240	14,200	13,930	79,910	97,000	134,050	42,040	45,580	44,640
November....	89,660	92,980	98,170	14,220	14,610	15,030	74,490	80,500	128,990	37,250	40,020	41,040
December....	109,530	114,220	118,880	27,580	29,350	31,650	64,780	72,160	117,440	34,370	37,920	39,250
<b>Annual Total..</b>	<b>803,090</b>	<b>855,490</b>	<b>872,380</b>	<b>155,900</b>	<b>163,680</b>	<b>170,330</b>	<b>833,910</b>	<b>1,030,460</b>	<b>1,553,680</b>	<b>440,450</b>	<b>483,030</b>	<b>498,030</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1848	1949	1950	1948	1949	1950
January.....	10,570	10,790	10,050	9,410	9,910	9,130	10,180	11,700	9,680	4,830	5,090	4,890
February....	9,800	9,670	9,120	8,370	8,180	7,820	8,530	9,660	8,790	4,660	4,470	4,100
March .....	13,140	13,340	12,110	11,730	11,060	10,510	13,620	14,940	12,560	6,840	6,470	5,990
April.....	13,380	16,420	14,570	12,740	16,100	13,590	14,680	20,680	15,130	7,940	10,700	8,930
May .....	14,030	14,380	14,290	13,430	13,000	13,410	15,170	16,720	14,430	8,330	8,660	8,360
June .....	14,550	15,850	15,190	13,520	13,640	13,900	14,750	16,450	14,820	9,090	9,850	9,740
July .....	11,960	12,950	12,110	12,230	11,730	11,920	12,950	13,610	12,360	7,720	7,380	7,240
August.....	10,420	10,750	11,270	10,770	10,410	11,130	10,970	11,660	11,560	6,340	6,730	6,900
September..	12,970	13,890	14,260	12,940	12,400	13,940	14,020	13,810	13,600	7,530	8,200	8,670
October.....	16,080	15,230	15,410	16,600	14,920	15,700	16,930	15,720	13,750	7,950	7,990	7,390
November....	15,930	16,090	17,530	15,690	15,330	16,880	15,010	14,740	13,400	7,380	8,510	8,360
December....	22,640	22,820	25,660	21,190	20,130	22,580	21,020	21,420	21,030	11,940	11,320	12,090
<b>Annual Total..</b>	<b>165,470</b>	<b>172,180</b>	<b>171,570</b>	<b>158,620</b>	<b>156,810</b>	<b>160,510</b>	<b>167,830</b>	<b>181,110</b>	<b>161,110</b>	<b>90,550</b>	<b>95,370</b>	<b>92,660</b>

**TABLE 4. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	10,960	11,340	10,000	13,170	15,800	17,380	10,340	9,450	9,270	8,390	9,960	10,290
February.....	9,540	10,420	9,510	11,740	14,700	16,540	9,520	9,610	10,020	7,560	8,890	9,490
March.....	11,760	12,510	11,850	14,750	17,890	20,000	11,130	11,610	11,860	9,040	10,700	10,770
April.....	15,090	16,850	14,570	18,410	21,380	22,740	12,790	13,120	12,960	9,240	11,090	11,420
May.....	18,040	19,320	19,470	22,170	26,260	32,050	13,760	13,330	14,680	9,070	10,200	11,730
June.....	18,280	19,020	19,740	25,620	27,680	37,760	12,830	12,770	14,290	8,570	10,030	11,910
July.....	16,560	16,910	17,770	24,320	24,970	35,130	12,120	11,220	12,940	8,300	10,090	11,620
August.....	15,540	16,420	19,360	26,180	27,750	39,000	11,470	12,020	14,060	7,490	9,380	11,210
September.....	15,720	17,270	19,200	25,240	28,340	34,700	12,060	12,930	15,590	9,380	11,040	14,460
October.....	17,120	18,090	18,470	27,300	29,090	36,180	13,800	13,790	14,510	10,930	11,690	13,280
November.....	16,500	16,330	17,220	24,080	25,170	32,110	12,920	13,250	12,880	10,260	11,540	12,480
December.....	18,700	19,460	20,950	20,000	19,190	25,340	14,790	15,800	16,510	12,930	16,060	16,250
<b>Annual total.....</b>	<b>183,810</b>	<b>193,940</b>	<b>198,110</b>	<b>252,980</b>	<b>278,220</b>	<b>348,930</b>	<b>147,530</b>	<b>148,900</b>	<b>159,570</b>	<b>111,160</b>	<b>130,670</b>	<b>144,910</b>
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January.....	21,910	23,180	23,440	18,590	17,630	19,000	14,830	15,750	15,860			
February.....	21,050	21,890	22,430	17,030	16,730	18,330	14,090	15,160	15,560			
March.....	22,980	24,730	24,920	15,650	15,720	18,390	15,160	16,800	16,920			
April.....	23,410	26,200	26,660	11,670	9,180	11,850	14,610	16,700	16,500			
May.....	24,900	26,980	28,500	11,010	9,960	10,570	15,280	16,080	16,640			
June.....	24,730	27,470	28,920	11,730	11,450	12,220	14,860	15,980	16,890			
July.....	27,480	30,640	32,050	12,660	10,630	12,680	14,840	15,540	16,200			
August.....	27,670	30,700	32,480	14,150	13,790	16,200	14,990	16,200	17,020			
September.....	27,030	29,460	31,340	16,800	19,570	18,950	15,530	16,500	17,790			
October.....	26,550	28,620	31,180	17,950	17,820	19,070	16,110	16,670	17,450			
November.....	24,580	25,830	29,140	15,180	18,090	17,940	15,110	15,710	16,960			
December.....	24,290	25,740	28,420	16,870	18,720	19,070	21,660	22,580	24,290			
<b>Annual total.....</b>	<b>296,580</b>	<b>321,490</b>	<b>339,480</b>	<b>179,230</b>	<b>179,290</b>	<b>194,270</b>	<b>187,070</b>	<b>199,670</b>	<b>208,080</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January.....	4,060	3,820	4,100	6,230	6,360	6,080	104,520	105,140	110,820			
February.....	3,620	3,570	4,230	6,010	6,210	5,840	91,430	101,920	108,850			
March.....	4,530	4,930	4,960	6,480	6,720	6,230	116,740	119,850	136,300			
April.....	4,140	5,700	5,140	6,550	7,040	6,430	120,500	147,380	154,630			
May.....	4,750	5,070	5,530	6,730	6,900	6,720	138,020	143,740	174,270			
June.....	5,380	5,430	5,880	6,630	7,420	7,180	146,100	154,360	173,210			
July.....	5,080	5,050	5,440	6,430	6,770	6,250	154,310	154,490	171,340			
August.....	5,620	5,660	6,420	6,420	6,650	6,290	149,660	160,110	191,560			
September.....	5,670	5,710	7,360	6,520	6,780	6,570	142,830	147,170	181,600			
October.....	5,640	5,950	6,350	6,850	7,110	6,750	142,660	147,260	160,820			
November.....	5,840	6,480	6,430	6,690	7,050	6,850	133,990	136,210	160,830			
December.....	16,230	16,940	17,090	9,480	9,750	9,680	170,790	168,970	202,680			
<b>Annual total.....</b>	<b>70,560</b>	<b>74,310</b>	<b>78,930</b>	<b>81,020</b>	<b>84,760</b>	<b>80,870</b>	<b>1,611,550</b>	<b>1,686,600</b>	<b>1,926,910</b>			



**TABLE 4 — Maritime Provinces — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	40,880	40,780	41,220	9,190	8,980	9,040	380	470	430	5,130	4,660	4,010
February .....	37,360	37,300	40,120	8,530	8,680	9,030	330	390	440	4,430	4,160	3,780
March .....	44,890	46,330	51,750	9,150	9,480	9,850	350	400	410	5,080	4,830	4,500
April .....	47,750	52,640	51,730	9,440	9,850	9,960	350	420	400	5,640	5,280	4,340
May .....	51,230	53,420	60,580	9,710	9,440	9,950	360	410	380	6,720	6,290	5,780
June .....	50,520	54,380	57,430	9,470	9,530	10,320	370	410	390	6,130	5,670	5,550
July .....	51,490	53,480	56,140	10,290	9,900	10,250	390	430	390	6,670	5,930	5,650
August .....	50,060	51,420	56,580	9,340	9,320	9,860	360	410	340	6,200	5,650	5,490
September .....	48,910	52,970	57,610	9,090	9,510	10,430	390	450	380	5,830	5,350	5,080
October .....	52,550	53,100	55,280	9,750	9,710	9,700	400	430	360	6,040	5,430	5,020
November .....	52,560	51,600	54,760	9,280	8,880	9,530	360	390	330	6,080	5,390	5,030
December .....	64,880	66,330	71,280	10,750	10,880	11,660	430	460	410	6,790	5,780	5,570
<b>Annual total .....</b>	<b>593,080</b>	<b>613,750</b>	<b>654,480</b>	<b>113,990</b>	<b>114,160</b>	<b>119,580</b>	<b>4,470</b>	<b>5,070</b>	<b>4,660</b>	<b>70,740</b>	<b>64,420</b>	<b>59,800</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	2,490	3,010	3,000	790	820	790	4,930	3,990	5,190	1,660	2,100	2,230
February .....	2,710	3,040	3,060	810	870	830	3,800	3,190	5,800	1,870	1,640	1,680
March .....	4,810	5,120	5,080	1,130	1,110	1,060	5,360	5,290	8,970	1,890	2,130	2,490
April .....	4,960	5,960	5,210	1,110	1,390	1,360	5,880	6,660	8,590	2,330	2,180	2,180
May .....	5,120	5,910	6,190	1,290	1,370	1,470	5,230	6,510	10,870	2,860	2,550	2,920
June .....	4,730	5,350	5,070	1,350	1,470	1,430	5,250	6,680	8,880	2,810	3,180	3,380
July .....	3,600	3,740	3,790	1,390	1,380	1,360	4,440	6,850	8,730	3,190	3,440	3,780
August .....	4,180	4,360	4,150	1,240	1,310	1,280	4,050	5,190	8,280	3,230	3,070	3,350
September .....	5,090	5,600	5,650	1,350	1,400	1,480	3,990	6,450	8,030	2,740	3,380	3,830
October .....	5,860	5,860	6,010	1,540	1,500	1,460	4,730	6,150	7,780	2,730	2,840	2,970
November .....	6,610	7,280	6,900	1,540	1,590	1,540	5,070	4,610	7,550	2,440	2,400	2,600
December .....	8,130	8,560	8,490	3,190	3,410	3,600	4,410	4,940	7,420	2,330	2,550	2,630
<b>Annual total .....</b>	<b>58,290</b>	<b>63,790</b>	<b>62,600</b>	<b>16,730</b>	<b>17,620</b>	<b>17,660</b>	<b>57,140</b>	<b>66,510</b>	<b>96,090</b>	<b>30,080</b>	<b>31,460</b>	<b>34,040</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	920	1,000	730	990	1,070	1,020	500	550	670	300	340	450
February .....	770	760	600	850	810	850	460	540	600	280	280	340
March .....	980	990	830	1,120	1,100	1,130	670	710	830	400	410	530
April .....	1,130	1,320	1,050	1,290	1,740	1,480	870	950	990	450	660	780
May .....	1,210	1,180	1,190	1,460	1,530	1,690	890	830	1,030	530	560	780
June .....	1,220	1,320	1,150	1,400	1,550	1,610	820	850	1,020	560	700	870
July .....	1,150	1,150	980	1,340	1,330	1,440	690	670	790	530	560	680
August .....	970	960	770	1,120	1,160	1,220	680	720	870	460	510	650
September .....	1,070	1,040	900	1,290	1,320	1,480	790	700	830	490	580	780
October .....	1,260	1,160	950	1,590	1,510	1,590	880	790	860	500	560	580
November .....	1,230	1,200	1,000	1,570	1,640	1,560	820	850	960	450	500	540
December .....	1,930	1,900	1,880	2,420	2,370	2,750	1,140	1,230	1,490	820	850	1,120
<b>Annual total .....</b>	<b>13,840</b>	<b>13,980</b>	<b>12,030</b>	<b>16,440</b>	<b>17,130</b>	<b>17,820</b>	<b>9,210</b>	<b>9,390</b>	<b>10,940</b>	<b>5,770</b>	<b>6,510</b>	<b>8,100</b>

**TABLE 4. Maritime Provinces - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	690	650	570	300	400	380	520	490	420	670	860	590
February .....	560	560	500	320	360	360	480	480	410	640	820	640
March .....	700	640	620	380	380	400	560	630	690	710	980	890
April .....	940	930	840	500	460	410	730	790	790	730	1,050	740
May .....	1,030	1,070	1,180	590	590	680	840	900	980	770	1,020	780
June .....	1,050	1,090	1,060	580	650	750	810	880	640	640	930	940
July .....	1,080	1,030	1,080	540	550	700	740	620	600	600	990	680
August .....	960	980	1,050	670	730	770	640	640	600	520	930	710
September .....	930	1,010	1,060	670	690	750	700	730	710	880	1,110	790
October .....	1,070	1,040	1,060	690	600	790	780	730	820	1,010	1,060	880
November .....	1,060	1,010	980	660	580	660	720	730	600	1,020	960	820
December .....	1,220	1,210	1,240	490	500	680	1,070	1,120	980	1,320	1,680	1,320
<b>Annual Total .....</b>	<b>11,340</b>	<b>11,220</b>	<b>11,240</b>	<b>6,390</b>	<b>6,490</b>	<b>7,330</b>	<b>8,590</b>	<b>8,740</b>	<b>8,240</b>	<b>9,510</b>	<b>12,390</b>	<b>9,780</b>
Restaurants				Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	850	880	990	1,510	1,230	1,180	1,200	1,220	1,150	1,220	1,180	1,280
February .....	830	860	990	1,430	1,230	1,220	1,150	1,220	1,150	1,220	1,180	1,280
March .....	920	1,050	1,120	1,310	1,180	1,470	1,280	1,280	1,300	1,360	1,360	1,360
April .....	1,000	1,070	1,240	1,040	690	710	1,210	1,340	1,350	1,350	1,350	1,350
May .....	1,040	1,090	1,270	760	640	670	1,250	1,220	1,250	1,350	1,350	1,350
June .....	1,080	1,100	1,240	680	520	540	1,200	1,250	1,350	1,400	1,400	1,400
July .....	1,210	1,310	1,480	730	600	640	1,320	1,320	1,320	1,400	1,400	1,400
August .....	1,260	1,310	1,510	850	740	840	1,280	1,350	1,350	1,430	1,430	1,430
September .....	1,040	1,170	1,330	1,140	1,020	1,170	1,230	1,270	1,270	1,430	1,430	1,430
October .....	1,030	1,090	1,210	1,210	1,140	1,230	1,320	1,310	1,310	1,440	1,440	1,440
November .....	950	1,070	1,130	1,320	1,380	1,170	1,220	1,250	1,250	1,340	1,340	1,340
December .....	1,040	1,140	1,240	1,380	1,450	1,210	1,780	1,860	2,040	2,040	2,040	2,040
<b>Annual Total .....</b>	<b>12,250</b>	<b>13,140</b>	<b>14,750</b>	<b>13,360</b>	<b>11,820</b>	<b>12,050</b>	<b>15,440</b>	<b>15,870</b>	<b>17,100</b>	<b>17,100</b>	<b>17,100</b>	<b>17,100</b>
Jewellery Stores				Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	280	300	300	160	250	290	7,420	7,510	7,610	7,610	7,610	7,610
February .....	280	280	310	160	280	260	6,670	6,990	7,140	7,140	7,140	7,140
March .....	300	370	430	180	300	280	7,610	7,930	8,810	8,810	8,810	8,810
April .....	280	420	350	160	300	230	7,710	9,180	8,730	8,730	8,730	8,730
May .....	310	330	390	170	280	250	9,090	9,650	10,780	10,780	10,780	10,780
June .....	370	490	460	160	270	220	9,840	10,490	10,560	10,560	10,560	10,560
July .....	390	480	440	150	280	220	11,050	10,920	11,060	11,060	11,060	11,060
August .....	460	580	580	160	330	270	11,430	11,170	12,560	12,560	12,560	12,560
September .....	330	510	510	160	300	240	9,610	9,380	10,750	10,750	10,750	10,750
October .....	370	440	430	160	280	220	9,630	9,470	9,920	9,920	9,920	9,920
November .....	440	520	460	160	280	250	9,560	9,090	9,810	9,810	9,810	9,810
December .....	1,320	1,550	1,440	310	470	460	12,610	12,420	13,650	13,650	13,650	13,650
<b>Annual Total .....</b>	<b>5,180</b>	<b>6,320</b>	<b>6,100</b>	<b>2,090</b>	<b>3,620</b>	<b>3,190</b>	<b>112,230</b>	<b>114,100</b>	<b>121,380</b>	<b>121,380</b>	<b>121,380</b>	<b>121,380</b>

**TABLE 4. Quebec - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	118,830	123,350	136,190	28,500	30,020	31,150	3,510	3,810	3,810	6,060	6,280	5,770
February .....	114,630	116,690	134,630	26,870	29,350	30,880	3,460	3,750	3,870	6,470	6,340	6,060
March .....	140,830	143,630	165,060	29,280	31,570	34,130	3,770	3,930	4,190	7,560	7,360	7,120
April .....	149,690	170,660	181,360	30,260	34,020	34,510	4,050	4,580	4,540	8,480	7,980	7,650
May .....	157,830	166,850	194,760	31,810	33,030	35,170	3,860	4,380	4,360	9,650	10,470	10,200
June .....	159,040	169,390	200,440	32,050	35,180	38,620	3,950	4,280	4,570	8,810	8,920	9,070
July .....	154,420	160,770	191,950	34,100	35,110	37,240	4,100	3,940	4,240	9,270	9,250	9,160
August .....	145,280	151,820	187,250	31,020	32,130	35,350	3,790	3,920	4,340	8,950	8,770	9,310
September .....	156,630	165,880	199,320	31,660	34,300	37,770	4,250	4,200	4,420	8,810	8,510	8,730
October .....	166,480	168,610	190,590	34,330	34,280	34,920	4,660	4,240	4,260	9,570	9,180	9,110
November .....	158,230	165,060	199,220	31,580	32,270	35,620	4,110	4,110	4,500	8,860	8,890	8,810
December .....	187,440	187,510	224,380	37,110	38,050	40,750	5,320	4,980	5,140	9,890	9,380	9,770
<b>Annual Total ...</b>	<b>1,809,330</b>	<b>1,890,720</b>	<b>2,205,150</b>	<b>378,570</b>	<b>399,310</b>	<b>426,110</b>	<b>48,830</b>	<b>50,120</b>	<b>52,240</b>	<b>102,380</b>	<b>101,330</b>	<b>100,760</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	7,160	7,940	7,820	2,470	2,690	2,520	11,330	9,990	18,250	5,800	6,140	6,760
February .....	7,540	7,660	8,020	2,520	2,620	2,510	9,510	7,760	18,900	5,520	5,580	6,400
March .....	10,800	10,870	11,090	3,530	3,040	3,160	13,780	15,500	26,860	6,950	6,420	7,140
April .....	11,030	12,180	11,270	3,370	4,280	4,090	17,140	21,530	29,500	7,580	8,540	8,960
May .....	10,770	11,860	12,570	4,110	4,050	4,300	15,780	19,090	30,730	8,080	9,080	9,740
June .....	10,720	11,100	11,360	4,010	4,120	4,430	17,290	19,820	33,190	8,570	9,480	10,110
July .....	7,140	7,100	7,850	3,770	3,660	3,860	16,600	21,980	36,900	9,490	10,210	11,430
August .....	7,990	8,980	9,500	3,300	3,400	3,660	14,470	15,180	30,270	8,910	9,920	10,940
September .....	11,580	12,200	13,290	3,710	3,850	4,300	15,750	19,640	30,200	9,250	9,910	10,250
October .....	12,910	12,520	12,860	4,270	4,180	4,120	15,420	19,130	28,160	8,980	9,580	10,340
November .....	14,020	14,910	14,760	3,870	4,080	4,320	14,750	15,180	30,070	8,540	9,040	9,600
December .....	18,550	17,900	19,230	7,530	7,660	8,590	11,400	10,910	23,430	7,290	8,290	9,530
<b>Annual Total ...</b>	<b>130,210</b>	<b>135,220</b>	<b>139,620</b>	<b>46,460</b>	<b>47,630</b>	<b>49,860</b>	<b>173,220</b>	<b>195,710</b>	<b>336,460</b>	<b>94,960</b>	<b>102,190</b>	<b>111,200</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	2,460	2,890	2,300	2,860	2,860	2,620	2,060	2,700	2,410	1,200	1,350	1,210
February .....	2,630	2,300	1,970	2,870	2,630	2,400	1,960	2,560	2,490	1,280	1,170	980
March .....	3,620	3,400	2,860	4,550	3,640	3,680	3,400	4,360	3,880	1,980	1,890	1,830
April .....	3,660	4,520	3,840	4,840	5,400	4,770	3,800	6,460	5,040	2,350	3,620	2,860
May .....	3,870	3,880	3,730	4,940	4,240	4,520	3,990	4,970	4,700	2,400	2,820	2,800
June .....	3,860	4,110	3,740	4,760	4,580	4,570	4,180	5,290	4,800	2,540	3,210	3,080
July .....	2,700	2,850	2,540	3,890	3,720	3,630	3,350	3,710	3,540	1,860	1,950	1,910
August .....	2,440	2,460	2,440	3,510	3,140	3,170	2,620	2,890	3,000	1,400	1,790	1,780
September .....	3,160	3,040	3,140	4,330	3,720	4,100	3,270	3,320	3,620	1,720	2,280	2,430
October .....	3,640	3,480	3,360	5,590	4,770	4,970	3,880	4,030	3,740	1,960	2,200	1,990
November .....	3,840	3,970	3,790	5,140	5,180	5,180	3,470	4,110	3,720	2,070	2,870	2,340
December .....	4,700	4,680	4,960	7,120	6,050	6,980	4,890	5,470	5,750	3,410	3,370	3,900
<b>Annual Total ...</b>	<b>40,580</b>	<b>41,580</b>	<b>38,670</b>	<b>54,400</b>	<b>49,880</b>	<b>50,590</b>	<b>40,870</b>	<b>49,870</b>	<b>46,690</b>	<b>24,170</b>	<b>28,520</b>	<b>27,110</b>



**TABLE 4. Quebec — Estimated Retail Trade — By Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	2,800	2,680	2,380	1,520	1,790	1,760	2,660	2,480	2,490	2,000	2,510	2,390
February .....	2,350	2,240	2,080	1,480	1,580	1,570	2,540	2,440	2,850	1,910	2,220	2,230
March .....	2,830	2,650	2,570	2,100	2,090	1,990	3,060	3,070	3,370	2,600	3,060	2,540
April .....	3,680	3,630	3,110	2,380	2,640	2,460	3,530	3,690	3,940	2,380	2,950	2,900
May .....	4,350	4,680	4,620	3,060	3,370	4,300	4,330	3,830	4,760	2,460	2,760	3,300
June .....	4,250	4,380	4,800	3,390	3,370	4,630	3,920	3,800	4,690	2,240	2,530	3,500
July .....	3,510	3,670	4,220	3,000	3,150	4,520	3,930	3,280	3,970	2,320	2,680	3,260
August .....	3,460	3,490	4,450	3,090	3,380	4,580	3,090	3,460	4,500	2,170	2,620	2,910
September .....	3,640	3,790	4,270	3,060	3,050	4,040	3,500	3,830	5,120	2,470	2,670	4,130
October .....	3,890	4,040	4,340	3,260	3,140	4,230	3,640	3,740	4,160	2,890	2,520	3,260
November .....	3,560	3,560	4,060	2,690	2,730	3,450	3,320	3,400	4,090	2,680	2,830	3,140
December .....	3,740	3,590	4,540	2,320	2,160	2,660	3,880	3,890	4,840	2,970	3,200	3,450
<b>Annual Total .....</b>	<b>42,060</b>	<b>42,400</b>	<b>45,440</b>	<b>31,350</b>	<b>32,450</b>	<b>40,190</b>	<b>41,400</b>	<b>40,910</b>	<b>48,780</b>	<b>29,090</b>	<b>32,550</b>	<b>37,010</b>
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January .....	4,020	4,960	4,990	4,240	3,890	4,490	3,050	3,140	3,420			
February .....	3,950	4,720	4,700	4,000	3,880	4,610	2,940	3,050	3,250			
March .....	4,100	4,840	4,870	3,430	3,670	4,430	3,070	3,420	3,520			
April .....	4,260	5,200	5,280	2,500	2,080	2,630	2,870	3,140	3,370			
May .....	4,280	5,230	5,360	2,530	2,300	2,640	2,980	3,130	3,440			
June .....	4,090	5,350	5,520	2,580	2,570	2,790	2,890	3,050	3,360			
July .....	4,060	4,690	5,370	3,170	2,710	2,890	2,980	3,100	3,370			
August .....	4,600	5,690	6,200	3,050	3,060	3,560	2,790	3,000	3,300			
September .....	4,620	5,420	6,170	3,610	4,530	4,600	2,960	3,090	3,420			
October .....	4,740	5,530	6,930	3,930	3,900	4,530	3,230	3,350	3,520			
November .....	4,540	5,090	6,740	2,990	4,150	4,210	2,970	2,980	3,380			
December .....	4,730	5,240	6,270	3,610	4,580	4,850	4,060	4,090	4,580			
<b>Annual Total .....</b>	<b>51,990</b>	<b>61,960</b>	<b>68,400</b>	<b>39,640</b>	<b>41,320</b>	<b>46,230</b>	<b>36,790</b>	<b>38,540</b>	<b>41,930</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January .....	1,200	1,070	1,100	1,600	1,680	1,590	22,330	22,480	26,960			
February .....	1,110	1,020	1,150	1,600	1,650	1,560	22,120	22,170	26,150			
March .....	1,560	1,300	1,420	1,760	1,820	1,800	27,100	25,730	32,610			
April .....	1,170	1,780	1,640	1,720	1,870	1,730	28,640	30,570	37,270			
May .....	1,380	1,370	1,470	1,830	1,970	1,840	31,370	30,340	40,210			
June .....	1,560	1,430	1,540	1,740	1,930	1,750	31,640	31,390	40,320			
July .....	1,430	1,170	1,310	1,590	1,770	1,580	32,160	31,070	39,160			
August .....	1,550	1,250	1,590	1,630	1,650	1,490	31,450	31,640	40,910			
September .....	1,460	1,370	2,000	1,750	1,810	1,690	32,070	31,350	41,630			
October .....	1,440	1,400	1,540	1,830	1,910	1,670	32,420	31,490	38,580			
November .....	1,470	1,560	1,520	1,670	1,820	1,590	32,090	32,380	44,330			
December .....	4,700	4,400	4,300	2,410	2,530	2,300	37,810	37,090	48,560			
<b>Annual Total .....</b>	<b>20,030</b>	<b>19,120</b>	<b>20,580</b>	<b>21,130</b>	<b>22,410</b>	<b>20,590</b>	<b>361,200</b>	<b>357,700</b>	<b>456,690</b>			



**TABLE 4. Ontario - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	213,440	213,300	234,690	37,770	39,260	40,960	4,650	4,780	4,900	6,420	6,180	5,900
February .....	190,310	206,730	235,290	34,350	38,810	41,330	4,120	4,470	4,740	5,970	5,750	5,750
March .....	232,170	243,500	269,550	37,240	42,900	46,470	4,520	4,730	5,000	6,750	6,690	6,410
April .....	237,780	278,550	289,070	38,070	45,740	46,890	4,740	5,270	5,410	7,860	7,700	7,080
May .....	249,760	273,390	314,490	40,120	42,640	46,670	4,920	4,790	5,070	8,700	8,000	8,330
June .....	261,990	287,680	330,420	40,580	45,410	51,520	4,790	4,750	5,370	8,910	8,600	8,580
July .....	260,340	276,990	310,010	44,170	47,060	48,630	4,970	4,730	5,000	10,840	9,870	9,940
August .....	243,240	261,390	308,310	40,700	43,130	48,890	4,490	4,440	4,980	9,440	9,210	9,530
September .....	260,530	283,140	330,910	41,450	44,890	50,950	5,020	4,990	5,650	8,460	7,960	8,050
October .....	278,960	287,300	315,580	44,370	44,970	47,740	5,730	5,430	5,640	8,490	7,830	7,620
November .....	264,300	278,010	316,370	40,880	43,280	49,060	5,170	5,050	5,440	7,980	7,670	7,700
December .....	329,450	344,560	389,220	47,030	51,190	57,910	6,360	6,070	6,560	9,080	8,750	8,960
<b>Annual Total ....</b>	<b>3,022,270</b>	<b>3,234,540</b>	<b>3,643,910</b>	<b>486,730</b>	<b>529,280</b>	<b>577,020</b>	<b>59,480</b>	<b>59,500</b>	<b>63,760</b>	<b>98,900</b>	<b>94,210</b>	<b>93,850</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	17,440	18,330	18,830	3,610	3,860	3,990	26,430	23,750	35,840	11,730	12,830	14,450
February .....	18,570	20,090	19,330	3,720	4,050	4,260	20,140	20,050	41,820	10,750	12,120	13,650
March .....	24,690	25,600	24,330	4,920	4,770	4,990	28,120	31,160	45,460	12,420	13,460	15,560
April .....	24,350	27,610	25,120	4,670	6,060	6,160	28,630	37,940	46,920	13,690	16,240	17,610
May .....	24,650	27,410	28,480	5,340	5,560	6,140	27,670	38,250	51,450	15,540	17,260	19,900
June .....	24,510	25,470	26,150	5,470	5,740	6,550	31,840	40,080	55,190	16,300	18,270	20,300
July .....	17,120	17,200	19,610	5,990	5,750	6,180	27,650	38,980	51,700	18,170	19,500	20,610
August .....	20,060	20,970	22,390	4,770	5,130	5,740	21,910	30,160	43,270	17,100	18,410	19,850
September .....	25,850	27,920	29,120	5,280	5,920	6,470	29,140	37,580	49,880	15,870	17,260	18,990
October .....	30,350	29,620	29,860	6,230	6,330	6,330	31,110	36,190	47,650	16,120	18,420	18,030
November .....	34,030	37,060	37,580	6,460	6,710	6,950	28,720	29,730	45,830	14,790	16,740	17,180
December .....	42,410	42,960	44,290	12,570	13,950	14,850	26,310	30,760	44,200	14,230	16,150	16,550
<b>Annual Total ....</b>	<b>304,030</b>	<b>320,240</b>	<b>325,090</b>	<b>69,030</b>	<b>73,830</b>	<b>78,610</b>	<b>327,670</b>	<b>394,630</b>	<b>559,210</b>	<b>176,710</b>	<b>196,660</b>	<b>212,680</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	4,660	4,380	4,440	3,080	3,380	3,090	4,410	4,800	3,550	2,270	2,460	2,340
February .....	4,320	4,560	4,480	2,620	2,640	2,560	3,690	3,820	2,870	2,230	2,250	1,980
March .....	5,980	6,070	5,980	3,610	3,500	3,400	5,750	5,300	3,860	3,320	2,950	2,540
April .....	5,790	7,060	6,650	3,540	4,790	4,080	5,940	7,550	4,740	3,790	4,670	3,800
May .....	5,930	6,130	6,520	3,680	3,720	4,100	5,900	6,030	4,450	3,860	3,680	3,340
June .....	6,320	7,080	7,030	3,980	4,150	4,240	5,940	6,130	4,660	4,430	4,370	4,140
July .....	5,210	5,640	5,690	3,840	3,600	3,650	5,380	5,230	4,120	3,820	3,410	3,290
August .....	4,240	4,440	5,030	3,270	3,240	3,650	4,250	4,340	3,790	3,120	3,130	3,180
September .....	5,470	6,260	6,840	3,930	3,990	4,490	5,830	5,580	4,910	3,830	3,830	4,000
October .....	6,900	6,320	7,180	4,950	4,380	4,530	7,090	5,910	4,720	3,910	3,690	3,380
November .....	6,700	7,150	8,130	4,810	5,030	5,420	6,240	5,650	4,590	3,440	3,890	4,110
December .....	10,660	10,680	12,840	6,670	6,680	7,500	9,470	8,730	7,890	6,030	5,330	5,420
<b>Annual Total ....</b>	<b>72,180</b>	<b>75,770</b>	<b>80,810</b>	<b>47,980</b>	<b>49,100</b>	<b>50,710</b>	<b>69,890</b>	<b>69,070</b>	<b>54,150</b>	<b>44,050</b>	<b>43,660</b>	<b>41,520</b>

**TABLE 4. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	3,630	4,220	3,630	5,210	7,000	8,880	4,840	4,420	4,690	3,870	4,470	5,220
February.....	3,090	3,660	3,260	4,780	6,840	7,860	4,440	4,710	4,680	3,430	3,840	4,560
March.....	3,900	4,120	3,890	6,010	7,530	8,820	5,110	5,370	5,350	3,880	4,310	4,960
April.....	5,270	5,600	4,880	8,290	8,850	10,620	5,750	5,850	5,730	4,210	4,670	5,250
May.....	6,110	6,830	7,170	8,920	10,170	15,110	5,960	6,010	6,450	3,990	4,320	5,430
June.....	6,370	6,690	6,880	9,320	10,300	17,230	5,490	5,470	6,310	3,890	4,470	5,130
July.....	6,150	6,090	6,160	9,430	9,080	15,250	5,180	4,920	5,720	3,640	4,390	5,200
August.....	4,720	5,280	5,620	10,580	10,520	16,450	5,150	5,230	5,880	3,190	3,810	4,900
September.....	4,770	5,510	5,900	9,540	10,670	15,110	5,350	5,600	6,600	3,990	4,690	6,280
October.....	5,390	5,820	6,110	10,190	10,940	15,860	6,180	6,140	6,440	4,540	5,270	5,710
November.....	5,330	5,450	5,430	9,300	9,830	14,840	5,860	6,030	5,560	4,260	4,910	5,390
December.....	6,070	6,840	6,690	10,330	8,260	12,840	6,770	7,460	7,310	5,830	7,770	8,010
Annual Total.....	60,800	66,110	65,620	101,900	109,990	158,870	66,080	67,210	70,720	48,720	56,920	66,040
Restaurants				Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January.....	9,100	9,070	9,430	9,390	8,610	8,870	6,430	7,160	6,800			
February.....	9,030	8,930	8,960	8,630	7,850	8,920	6,090	6,840	6,610			
March.....	9,800	9,820	9,360	7,760	8,140	9,410	6,610	7,500	7,300			
April.....	9,960	10,110	10,570	5,900	4,850	6,450	6,380	7,540	7,130			
May.....	10,780	10,700	11,750	5,950	5,560	5,530	6,680	7,260	7,090			
June.....	10,340	10,990	12,020	6,590	6,770	7,360	6,500	7,320	7,410			
July.....	12,040	13,170	13,570	7,070	5,950	7,650	6,180	6,710	6,770			
August.....	11,830	12,720	13,450	7,800	8,090	9,390	6,620	7,360	7,560			
September.....	11,670	11,830	12,700	9,050	10,920	10,170	6,830	7,510	7,930			
October.....	10,870	11,410	12,570	9,500	9,280	9,470	6,810	7,410	7,570			
November.....	10,160	10,270	11,430	7,440	9,490	8,460	6,550	7,050	7,480			
December.....	9,460	9,990	11,020	8,020	9,090	8,930	9,600	10,390	10,830			
Annual Total.....	125,590	129,010	137,330	93,100	94,600	100,660	81,280	90,050	90,480			
Jewellery Stores				Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January.....	1,560	1,420	1,620	3,420	3,290	3,090	43,520	39,630	44,170			
February.....	1,370	1,370	1,610	3,260	3,170	2,900	35,710	40,910	43,160			
March.....	1,580	1,970	1,810	3,510	3,430	3,050	46,690	44,180	51,100			
April.....	1,580	2,060	1,790	3,630	3,640	3,280	45,740	54,750	58,910			
May.....	1,600	1,950	2,120	3,620	3,490	3,460	49,640	53,630	65,880			
June.....	2,070	2,000	2,210	3,640	4,040	4,020	54,210	59,580	68,120			
July.....	1,920	1,880	2,070	3,580	3,510	3,290	57,990	60,320	65,910			
August.....	2,060	2,170	2,450	3,550	3,490	3,360	54,340	56,120	68,950			
September.....	2,340	2,270	2,840	3,530	3,480	3,460	53,330	54,480	70,570			
October.....	2,370	2,560	2,720	3,720	3,710	3,680	54,140	55,670	62,770			
November.....	2,400	2,550	2,620	3,770	3,760	3,850	50,010	50,710	59,320			
December.....	6,260	6,410	6,620	5,190	5,060	5,200	71,100	72,040	84,800			
Annual Total.....	27,310	28,610	30,480	44,420	44,070	42,640	516,420	642,020	743,660			

**TABLE 4. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	30,200	32,430	35,550	4,000	4,180	4,310	390	460	410	2,090	2,180	2,420
February .....	28,110	31,600	35,460	3,680	4,080	4,340	330	450	410	1,940	2,020	2,350
March .....	34,050	39,380	42,630	4,030	4,560	4,850	380	480	460	2,150	2,360	2,650
April .....	37,160	48,850	46,310	4,280	5,000	5,020	450	650	560	2,430	2,910	2,650
May .....	42,580	47,150	45,080	4,530	4,780	5,030	530	710	600	2,920	2,920	3,100
June .....	43,250	48,270	51,990	4,510	5,020	5,480	550	760	720	2,950	3,030	3,340
July .....	41,570	49,390	55,720	4,850	5,110	5,290	570	740	620	3,030	3,080	3,340
August .....	40,270	47,680	56,830	4,570	4,930	5,280	570	810	690	2,970	3,360	3,540
September .....	46,220	53,370	55,780	4,860	5,120	5,440	690	810	800	3,270	3,630	3,400
October .....	51,440	52,970	58,360	5,080	5,090	5,300	670	820	760	3,250	3,230	3,600
November .....	47,990	50,190	59,770	4,640	4,900	5,360	580	630	640	2,960	2,970	3,810
December .....	50,410	55,000	62,770	5,080	5,410	6,180	640	680	600	3,190	3,330	4,090
<b>Annual Total .....</b>	<b>493,250</b>	<b>556,280</b>	<b>606,250</b>	<b>54,110</b>	<b>58,080</b>	<b>61,880</b>	<b>6,340</b>	<b>8,000</b>	<b>7,270</b>	<b>33,150</b>	<b>35,020</b>	<b>38,290</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	6,750	7,460	7,730	240	220	200	3,110	3,030	4,700	1,450	1,350	1,610
February .....	6,670	7,440	7,390	230	220	220	2,370	3,430	6,110	1,490	1,170	1,310
March .....	3,660	9,790	9,820	320	280	270	3,450	5,020	7,570	1,770	1,710	1,590
April .....	9,130	10,960	9,710	310	390	330	3,330	6,980	8,360	1,890	2,410	2,140
May .....	9,240	10,120	9,260	370	350	300	4,150	7,160	7,370	2,400	2,370	1,940
June .....	8,820	9,590	10,050	370	380	350	4,420	6,870	9,130	2,670	2,600	2,800
July .....	7,420	8,020	9,010	350	350	330	5,090	10,590	14,300	2,420	2,740	2,600
August .....	7,700	8,340	9,690	310	300	320	3,790	6,640	10,740	2,410	3,090	3,450
September .....	10,050	11,370	11,260	330	370	330	4,930	7,110	8,450	2,780	3,380	3,000
October .....	12,600	12,980	12,880	440	400	360	6,160	6,820	9,750	2,800	2,500	2,910
November .....	13,510	13,590	15,750	430	420	420	4,990	6,240	8,160	2,330	2,410	2,960
December .....	14,840	16,460	17,860	740	760	790	4,040	5,190	7,300	2,240	2,000	1,980
<b>Annual Total .....</b>	<b>115,390</b>	<b>126,120</b>	<b>130,410</b>	<b>4,440</b>	<b>4,440</b>	<b>4,220</b>	<b>50,330</b>	<b>75,130</b>	<b>101,940</b>	<b>26,650</b>	<b>27,730</b>	<b>28,300</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	350	470	450	450	390	360	390	420	400	140	140	120
February .....	290	340	330	390	310	320	270	340	320	110	110	110
March .....	360	440	410	440	370	340	420	500	410	180	190	160
April .....	410	620	530	510	630	430	500	760	530	250	370	270
May .....	480	480	380	600	500	410	600	630	410	300	310	230
June .....	500	560	460	570	510	490	530	630	590	290	330	340
July .....	550	690	660	540	470	450	430	500	490	260	250	240
August .....	510	700	700	460	410	430	390	420	500	220	200	220
September .....	550	730	590	610	590	510	540	580	520	260	280	250
October .....	780	790	730	860	730	600	660	650	550	280	260	260
November .....	880	1,000	1,180	890	670	840	560	550	540	250	230	250
December .....	880	1,010	1,110	820	770	850	690	660	690	250	260	240
<b>Annual Total .....</b>	<b>6,540</b>	<b>7,830</b>	<b>7,530</b>	<b>7,140</b>	<b>6,350</b>	<b>6,020</b>	<b>5,980</b>	<b>6,640</b>	<b>5,950</b>	<b>2,790</b>	<b>2,930</b>	<b>2,690</b>



# RETAIL TRADE

**TABLE 4. Manitoba - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	510	550	540	1,530	1,710	1,780	250	240	220	270	320	370
February .....	550	570	610	1,320	1,490	1,540	260	250	270	250	320	390
March .....	590	710	660	1,510	1,770	1,910	240	270	310	280	410	430
April .....	720	1,010	880	1,870	2,150	1,950	300	340	290	320	430	440
May .....	1,020	1,070	890	2,850	3,100	2,390	310	360	280	250	300	320
June .....	1,150	1,150	1,090	3,630	3,720	3,870	300	350	360	290	290	400
July .....	970	1,060	1,050	3,180	3,190	4,130	260	290	380	300	270	450
August .....	950	930	1,150	3,160	3,200	4,690	290	360	420	260	340	500
September .....	890	1,160	1,230	3,280	3,880	4,340	310	340	340	360	400	580
October .....	1,040	1,250	1,210	3,640	3,560	4,150	300	340	360	390	440	580
November .....	1,020	1,090	1,140	2,820	3,020	3,800	340	330	350	410	440	470
December .....	1,160	1,340	1,540	1,860	2,130	2,720	360	450	490	490	560	610
<b>Annual Total .....</b>	<b>10,570</b>	<b>11,890</b>	<b>11,990</b>	<b>30,650</b>	<b>32,920</b>	<b>37,270</b>	<b>3,520</b>	<b>3,920</b>	<b>4,070</b>	<b>3,870</b>	<b>4,520</b>	<b>5,540</b>
Restaurants			Coal & Wood Dealers			Drug Stores						
	1948	1949	1950	1948	1949	1950				1948	1949	1950
January .....	1,540	1,640	1,740	1,410	1,550	1,800			920		950	950
February .....	1,360	1,590	1,660	1,270	1,570	1,410			910		940	1,120
March .....	1,650	1,930	1,950	1,220	1,190	1,170			970	1,040		1,050
April .....	1,770	2,210	2,200	780	630	890			970	1,110		1,060
May .....	1,950	2,200	2,370	640	570	560			1,050	1,070		1,130
June .....	1,680	2,190	2,230	650	640	520			1,040	1,070		1,080
July .....	1,850	2,170	2,390	640	630	580			1,080	1,090		1,080
August .....	1,590	1,930	2,220	910	720	970			1,070	1,140		1,130
September .....	1,990	2,330	2,430	1,140	1,390	1,370			1,110	1,130		1,150
October .....	2,180	2,470	2,670	1,330	1,410	1,650			1,160	1,110		1,130
November .....	1,860	2,080	2,390	1,240	1,210	1,590			1,050	1,030		1,120
December .....	1,830	2,130	2,240	1,370	1,430	1,720			1,500	1,490		1,580
<b>Annual Total .....</b>	<b>21,250</b>	<b>24,870</b>	<b>26,490</b>	<b>12,600</b>	<b>12,940</b>	<b>14,230</b>			<b>12,830</b>	<b>13,170</b>		<b>13,580</b>
Jewellery Stores			Tobacco Stores			All Other Trades						
	1948	1949	1950	1948	1949	1950				1948	1949	1950
January .....	200	250	220	100	90	90			4,110	4,780		5,130
February .....	190	230	230	90	90	100			4,140	4,640		4,920
March .....	260	340	290	100	100	100			5,070	5,920		6,230
April .....	240	350	290	100	110	110			6,100	8,830		7,670
May .....	320	320	270	100	100	100			7,970	7,730		7,740
June .....	320	380	330	100	110	100			7,910	8,090		8,270
July .....	300	330	300	100	100	90			7,380	7,720		7,940
August .....	290	350	330	100	100	100			7,750	9,410		9,750
September .....	350	390	420	100	110	100			7,830	8,270		9,270
October .....	380	420	360	110	110	100			7,330	7,590		8,450
November .....	380	450	400	100	110	100			6,750	6,920		8,500
December .....	950	1,040	950	160	160	160			7,320	7,740		9,070
<b>Annual Total .....</b>	<b>4,180</b>	<b>4,850</b>	<b>4,390</b>	<b>1,260</b>	<b>1,290</b>	<b>1,250</b>			<b>79,660</b>	<b>87,640</b>		<b>92,940</b>



**TABLE 4. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	25,370	26,620	27,500	2,980	3,100	3,220	470	520	490	4,480	4,940	4,550
February .....	20,720	25,340	25,990	2,680	3,120	3,320	420	500	470	3,910	4,420	4,090
March .....	28,060	34,110	38,590	2,890	3,490	3,740	510	600	560	4,820	5,560	5,260
April .....	32,150	48,440	42,480	3,160	3,910	3,940	580	710	630	5,170	7,320	5,660
May .....	43,450	45,620	51,490	3,500	4,000	4,180	680	720	680	6,890	6,910	6,650
June .....	44,030	46,990	49,500	3,660	4,070	4,710	760	760	730	6,750	7,030	7,090
July .....	44,910	46,130	48,700	3,900	4,310	4,450	800	700	650	7,130	7,230	6,860
August .....	43,070	54,200	61,890	3,790	4,120	4,560	760	740	700	7,060	8,010	7,570
September .....	47,380	53,890	56,270	4,120	4,490	4,780	830	840	900	8,160	8,980	8,720
October .....	49,090	54,260	52,620	4,120	4,310	4,340	930	800	830	7,900	9,190	7,620
November .....	40,630	41,300	47,250	3,610	3,920	4,280	770	740	810	6,710	7,030	7,110
December .....	39,710	42,560	46,620	3,940	4,400	4,910	750	670	770	7,380	8,570	8,120
<b>Annual Total .....</b>	<b>458,570</b>	<b>519,460</b>	<b>548,900</b>	<b>42,440</b>	<b>47,240</b>	<b>50,430</b>	<b>8,260</b>	<b>8,300</b>	<b>8,220</b>	<b>76,360</b>	<b>85,190</b>	<b>79,300</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	2,060	2,330	2,400	260	240	210	2,950	2,800	4,400	1,160	1,250	1,270
February .....	1,910	2,250	2,190	270	270	270	1,900	2,270	4,450	880	1,180	840
March .....	3,340	3,810	3,780	320	310	310	3,850	4,730	9,810	1,190	1,680	1,270
April .....	3,490	4,300	3,220	310	410	360	4,370	7,520	9,390	1,810	3,500	2,010
May .....	3,400	3,570	3,390	370	370	360	6,200	6,490	10,700	3,710	3,620	3,170
June .....	3,080	3,360	3,200	380	380	380	5,630	5,840	10,520	4,160	4,300	3,210
July .....	2,290	2,490	2,390	390	400	360	4,920	6,300	10,650	3,970	4,530	3,890
August .....	2,420	2,570	2,670	360	360	380	4,440	6,820	11,870	4,450	6,000	5,660
September .....	4,440	4,770	3,700	360	380	350	5,660	7,060	11,030	3,690	5,170	4,240
October .....	5,120	5,200	4,910	470	470	410	5,570	6,000	9,620	3,640	4,610	3,640
November .....	4,800	4,410	5,160	470	470	440	5,030	4,670	8,650	2,510	2,760	2,510
December .....	5,230	5,740	5,510	760	800	820	3,560	3,380	6,490	1,860	2,280	1,850
<b>Annual Total .....</b>	<b>41,580</b>	<b>44,800</b>	<b>42,520</b>	<b>4,720</b>	<b>4,860</b>	<b>4,650</b>	<b>54,080</b>	<b>63,880</b>	<b>107,580</b>	<b>33,030</b>	<b>40,880</b>	<b>33,560</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	320	310	310	540	610	620	410	510	450	100	100	80
February .....	230	230	250	440	510	480	290	460	460	60	90	90
March .....	330	310	340	520	770	580	450	610	610	100	110	110
April .....	390	500	420	670	1,130	740	510	970	730	110	200	150
May .....	430	440	410	910	1,090	780	590	690	690	170	170	160
June .....	420	460	460	860	940	870	420	580	640	170	190	180
July .....	340	330	320	700	710	690	450	510	510	170	170	150
August .....	300	280	420	550	620	590	430	580	710	130	130	130
September .....	480	480	550	910	890	1,110	630	640	720	160	180	150
October .....	650	600	720	1,390	1,430	1,760	890	890	780	200	190	170
November .....	580	510	750	1,150	1,040	1,580	670	610	630	170	140	160
December .....	640	670	910	1,120	1,340	1,270	610	720	710	160	180	160
<b>Annual Total .....</b>	<b>5,110</b>	<b>5,120</b>	<b>5,860</b>	<b>9,760</b>	<b>11,080</b>	<b>11,070</b>	<b>6,350</b>	<b>7,770</b>	<b>7,640</b>	<b>1,700</b>	<b>1,850</b>	<b>1,690</b>

**TABLE 4. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	710	670	580	1,260	1,360	1,460	190	180	130	240	150	180
February .....	590	870	590	1,040	1,320	1,410	140	170	150	230	260	170
March .....	800	1,040	810	1,240	1,370	1,510	170	220	230	290	290	320
April .....	1,180	1,550	1,030	1,420	1,900	1,670	210	290	220	300	430	400
May .....	1,600	1,400	1,330	2,350	2,840	2,670	250	230	180	290	270	170
June .....	1,410	1,580	1,520	3,110	3,090	3,260	220	260	220	320	370	300
July .....	1,350	1,380	1,160	3,050	3,190	3,240	220	230	200	280	390	290
August .....	1,610	1,440	2,090	2,840	3,120	4,140	240	250	260	280	260	440
September .....	1,410	1,480	1,430	3,020	3,370	3,130	230	290	280	420	380	370
October .....	1,540	1,530	1,430	3,540	4,020	3,500	330	350	290	490	450	370
November .....	1,410	1,310	1,360	2,840	3,050	2,980	300	330	250	290	230	320
December .....	1,420	1,410	1,350	1,480	1,800	1,900	290	320	310	520	350	290
Annual Total .....	15,030	15,660	14,680	27,190	30,430	30,870	2,790	3,120	2,720	3,950	3,830	3,620
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January .....	1,060	1,050	1,040	700	810	1,200	650	700	730			
February .....	990	980	1,070	780	860	1,020	600	670	710			
March .....	1,130	1,250	1,280	850	590	870	630	800	850			
April .....	1,230	1,450	1,390	600	300	440	670	840	810			
May .....	1,310	1,360	1,450	430	260	370	770	780	850			
June .....	1,420	1,510	1,550	650	410	390	690	750	840			
July .....	1,570	1,790	1,720	410	270	350	690	760	820			
August .....	1,480	1,690	1,700	540	430	570	730	800	850			
September .....	1,460	1,620	1,580	720	720	700	720	860	950			
October .....	1,590	1,650	1,530	920	980	1,060	850	850	960			
November .....	1,360	1,440	1,390	850	770	1,100	750	790	890			
December .....	1,290	1,390	1,370	900	950	1,150	1,000	1,060	1,180			
Annual Total .....	15,890	17,180	17,070	8,350	7,350	9,220	8,750	9,660	10,440			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January .....	90	80	120	140	180	160	4,600	4,730	3,900			
February .....	60	70	120	130	170	160	3,170	4,670	3,680			
March .....	70	90	130	140	190	170	4,420	6,290	6,050			
April .....	80	90	140	150	200	180	5,740	10,920	8,950			
May .....	90	110	190	170	190	190	9,340	10,110	12,920			
June .....	110	110	180	160	190	200	9,650	10,810	9,050			
July .....	90	100	170	160	200	190	11,940	10,140	9,640			
August .....	100	110	170	160	200	190	10,400	15,670	16,220			
September .....	140	110	200	170	190	200	9,650	10,990	11,180			
October .....	120	120	180	170	190	190	8,660	10,430	8,310			
November .....	140	150	210	160	190	190	6,060	6,740	6,480			
December .....	370	410	610	230	260	300	6,200	5,860	6,640			
Annual Total .....	1,460	1,550	2,420	1,940	2,350	2,320	89,830	107,360	103,020			

**TABLE 4. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	38,650	43,790	43,080	4,350	4,840	5,480	880	1,050	1,080	3,990	4,100	4,300
February .....	31,500	39,310	45,650	3,790	4,550	5,500	760	930	1,040	3,450	3,950	4,260
March .....	41,670	52,210	57,220	4,260	5,070	6,230	860	1,100	1,230	4,310	4,770	4,800
April .....	42,320	59,490	59,400	4,540	5,600	6,190	970	1,210	1,190	4,370	5,680	4,860
May .....	49,450	57,310	63,240	4,860	5,470	6,500	1,010	1,090	1,290	5,140	5,360	5,550
June .....	52,140	57,830	65,180	5,020	5,750	6,980	1,090	1,030	1,190	5,390	5,530	6,010
July .....	51,500	57,280	65,020	5,380	5,890	6,750	1,140	1,110	1,110	5,480	5,480	5,670
August .....	52,620	58,620	71,760	5,310	5,720	6,830	1,130	1,150	1,390	5,650	5,680	5,940
September .....	53,690	60,870	70,380	5,530	5,950	6,820	1,180	1,240	1,450	6,020	6,240	6,550
October .....	58,980	64,570	66,320	5,660	5,920	6,610	1,350	1,320	1,440	6,400	6,560	6,040
November .....	56,670	57,750	65,910	5,350	5,660	6,720	1,210	1,200	1,540	5,730	5,370	5,970
December .....	62,810	64,090	74,530	5,870	6,370	7,690	1,460	1,460	1,630	6,470	6,650	6,790
<b>Annual Total .....</b>	<b>592,000</b>	<b>673,120</b>	<b>747,690</b>	<b>59,920</b>	<b>66,790</b>	<b>78,300</b>	<b>13,040</b>	<b>13,890</b>	<b>15,580</b>	<b>62,400</b>	<b>65,370</b>	<b>66,740</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	2,790	3,170	3,390	370	380	350	4,560	4,190	4,340	2,220	2,040	2,200
February .....	2,500	3,140	3,380	360	410	430	3,000	3,900	6,030	1,800	1,950	2,550
March .....	4,130	4,940	4,810	460	510	510	4,640	6,360	8,040	2,110	2,510	2,670
April .....	3,850	4,870	4,500	440	630	630	4,860	7,830	8,490	2,420	2,810	2,980
May .....	3,870	4,360	4,570	480	570	610	5,380	7,530	7,480	2,750	2,810	3,070
June .....	3,740	4,210	4,420	500	580	670	5,620	6,950	8,610	3,030	2,930	2,880
July .....	3,270	3,570	3,830	510	620	630	5,320	7,340	8,810	3,690	3,170	3,830
August .....	3,640	3,780	4,270	480	570	580	4,790	6,190	8,820	3,260	3,270	3,900
September .....	4,830	5,070	5,260	470	570	600	5,790	7,370	9,280	3,130	3,040	3,240
October .....	5,730	6,300	6,300	590	680	660	6,480	7,920	8,530	3,300	3,000	3,110
November .....	5,880	5,440	6,590	730	700	730	6,320	6,310	8,670	2,700	2,290	2,590
December .....	6,890	7,610	7,860	1,280	1,330	1,410	6,450	5,850	8,480	2,800	2,390	2,940
<b>Annual Total .....</b>	<b>51,120</b>	<b>56,460</b>	<b>59,180</b>	<b>6,670</b>	<b>7,550</b>	<b>7,810</b>	<b>63,210</b>	<b>77,740</b>	<b>95,580</b>	<b>33,210</b>	<b>32,210</b>	<b>35,960</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	730	770	830	370	400	370	730	1,010	810	190	190	230
February .....	550	550	630	320	400	440	500	690	760	110	170	200
March .....	660	880	740	470	540	480	760	1,110	980	180	260	270
April .....	670	1,020	990	530	740	600	900	1,530	1,040	210	390	390
May .....	800	970	940	610	610	590	1,040	1,250	1,110	250	320	380
June .....	820	1,010	990	590	590	690	840	1,110	1,080	260	350	420
July .....	760	880	790	550	570	630	820	1,170	1,030	260	330	330
August .....	660	680	690	520	510	580	790	970	950	250	340	340
September .....	860	910	890	580	600	750	1,010	1,070	1,000	240	300	310
October .....	1,140	1,320	1,010	850	790	850	1,300	1,220	1,130	280	360	340
November .....	1,060	1,040	1,190	820	640	930	1,230	1,130	1,050	250	280	340
December .....	1,510	1,710	1,730	900	930	1,020	1,320	1,530	1,450	310	390	390
<b>Annual Total .....</b>	<b>10,220</b>	<b>11,740</b>	<b>11,420</b>	<b>7,110</b>	<b>7,320</b>	<b>7,920</b>	<b>11,240</b>	<b>13,790</b>	<b>12,390</b>	<b>2,790</b>	<b>3,680</b>	<b>3,940</b>



**TABLE 4. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	1,400	1,460	1,390	1,780	1,890	1,730	730	680	530	520	1,000	840
February .....	1,210	1,460	1,450	1,430	1,710	1,980	540	540	720	440	880	830
March .....	1,520	1,920	2,000	1,700	2,380	2,630	630	690	750	420	860	790
April .....	1,640	2,450	2,380	1,840	2,970	2,900	780	780	700	410	780	770
May .....	2,260	2,470	2,600	2,370	3,590	3,860	720	730	700	400	770	730
June .....	2,260	2,410	2,590	3,340	3,910	4,640	700	730	710	340	690	610
July .....	1,920	1,990	2,300	3,200	3,420	4,390	670	670	660	370	740	640
August .....	2,200	2,610	3,260	3,660	3,900	4,900	710	740	880	420	780	760
September .....	2,380	2,470	3,260	3,480	3,720	4,050	750	850	880	530	990	1,070
October .....	2,390	2,560	2,540	3,830	3,920	4,410	1,140	970	920	690	1,150	1,280
November .....	2,370	2,280	2,490	3,660	3,350	3,410	1,010	960	840	650	1,330	1,530
December .....	2,950	2,880	3,280	2,150	2,350	2,430	890	860	890	720	1,290	1,420
Annual Total .....	24,500	26,960	29,540	32,440	37,110	41,330	9,270	9,200	9,180	5,910	11,260	11,320
	Restaurants			Coal and Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January .....	2,090	2,110	2,050	230	320	230	980	970	1,020			
February .....	1,390	1,790	2,050	120	310	150	860	940	1,050			
March .....	2,120	2,340	2,430	120	130	90	960	1,050	1,140			
April .....	2,000	2,550	2,580	100	70	40	950	1,040	1,130			
May .....	2,050	2,610	2,800	100	90	60	960	1,000	1,110			
June .....	2,220	2,500	2,740	100	80	40	950	980	1,150			
July .....	2,730	3,020	3,420	100	50	20	970	960	1,060			
August .....	2,710	2,630	3,020	130	70	40	940	970	1,050			
September .....	2,510	2,790	3,140	170	120	60	1,030	1,030	1,200			
October .....	2,670	2,690	2,690	210	210	140	1,110	1,070	1,160			
November .....	2,470	2,570	2,780	250	240	210	980	980	1,100			
December .....	2,470	2,320	2,750	250	260	220	1,460	1,450	1,720			
Annual Total .....	27,930	29,920	32,450	1,880	1,950	1,300	12,150	12,440	13,890			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January .....	240	230	290	190	230	250	9,310	12,760	11,370			
February .....	170	170	280	180	220	240	7,520	10,650	11,680			
March .....	210	210	330	160	190	200	10,990	14,390	16,100			
April .....	210	280	350	200	240	270	10,430	16,020	16,420			
May .....	240	270	410	210	230	260	13,950	15,210	18,620			
June .....	260	270	400	210	240	250	14,860	15,980	18,120			
July .....	270	300	420	200	220	210	13,890	15,780	18,490			
August .....	280	320	430	180	210	210	14,910	17,530	22,920			
September .....	310	290	450	220	240	250	12,670	16,010	19,870			
October .....	320	320	410	240	250	250	13,300	16,040	16,500			
November .....	300	450	400	240	260	250	13,460	15,270	16,530			
December .....	850	1,090	1,130	370	440	400	15,440	14,930	18,900			
Annual Total .....	3,660	4,200	5,300	2,600	2,970	3,040	150,730	180,570	205,520			



**TABLE 4. British Columbia — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	62,610	62,050	62,510	9,140	9,390	10,390	2,440	2,490	2,380	2,250	2,180	2,260
February.....	55,000	56,730	67,320	8,430	9,070	10,330	2,250	2,430	2,210	2,180	2,270	2,220
March .....	68,160	74,650	83,440	9,400	10,000	11,470	2,280	2,620	2,370	2,490	2,530	2,530
April .....	72,100	81,640	83,320	9,590	10,390	11,260	2,370	2,720	2,440	2,540	2,500	2,490
May .....	72,150	81,340	88,730	9,800	9,690	11,210	2,430	2,450	2,360	2,610	2,680	2,770
June .....	74,000	80,540	95,960	9,760	10,310	12,210	2,390	2,570	2,560	2,810	2,750	3,020
July .....	74,200	84,140	97,570	10,390	10,380	11,740	2,450	2,500	2,380	3,050	3,320	3,470
August .....	74,110	81,500	98,460	9,760	10,050	11,630	2,450	2,490	2,450	3,010	3,390	3,610
September.....	74,100	81,500	95,910	9,920	10,180	11,250	2,280	2,400	2,530	3,100	2,840	3,530
October.....	78,310	83,470	91,690	10,480	10,440	11,290	2,710	2,650	2,660	2,950	2,850	2,940
November.....	76,400	78,460	88,560	10,440	10,230	11,360	2,520	2,490	2,610	3,180	2,960	3,370
December.....	89,700	94,010	107,550	11,660	11,940	13,150	3,170	3,360	3,360	3,240	3,130	3,470
Annual Total...	870,840	940,030	1,061,020	118,770	122,070	137,290	29,740	31,170	30,310	33,410	33,400	35,680
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	6,200	6,530	6,290	480	450	350	9,140	8,400	12,080	3,400	3,190	2,300
February.....	5,950	6,400	6,750	480	470	440	6,090	6,890	16,340	2,970	3,070	2,450
March .....	8,060	8,870	8,340	590	540	500	9,540	11,830	22,020	3,370	4,100	3,140
April .....	8,220	9,160	8,560	550	630	580	10,570	15,130	19,580	3,670	4,190	3,070
May .....	8,190	8,860	9,120	560	580	560	9,720	15,950	21,370	3,780	4,640	3,860
June .....	7,660	8,210	8,920	550	590	560	9,780	14,470	25,820	4,370	4,800	3,680
July .....	7,290	7,760	8,300	590	610	540	8,130	16,540	27,560	4,210	5,310	4,400
August .....	8,020	8,180	8,680	580	580	580	7,670	13,300	25,480	4,110	4,900	4,560
September.....	8,850	9,220	10,040	540	580	600	8,960	14,670	23,830	3,900	4,430	3,820
October.....	9,740	10,390	10,890	700	640	590	10,440	14,790	22,560	4,470	4,630	3,640
November.....	10,810	10,290	11,430	720	640	630	9,610	13,760	20,060	3,940	4,380	3,600
December.....	13,480	14,990	15,640	1,510	1,440	1,590	8,610	11,130	20,120	3,620	4,260	3,770
Annual Total...	102,470	108,860	112,960	7,850	7,750	7,520	108,260	156,860	256,820	45,810	51,900	42,290
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	1,130	970	990	1,120	1,200	1,050	1,680	1,710	1,390	630	510	460
February.....	1,010	930	860	880	880	770	1,360	1,250	1,290	590	400	400
March .....	1,210	1,250	950	1,020	1,140	900	2,170	2,350	1,990	680	660	550
April .....	1,330	1,380	1,090	1,360	1,670	1,490	2,160	2,460	2,060	780	790	680
May .....	1,310	1,300	1,120	1,230	1,310	1,320	2,160	2,320	2,040	820	800	670
June .....	1,410	1,310	1,360	1,360	1,320	1,450	2,020	1,860	2,030	840	700	710
July .....	1,250	1,410	1,130	1,370	1,330	1,430	1,830	1,820	1,880	820	710	640
August.....	1,300	1,230	1,220	1,340	1,330	1,490	1,810	1,740	1,740	760	630	600
September.....	1,380	1,430	1,350	1,290	1,290	1,500	1,950	1,920	2,000	830	750	750
October.....	1,710	1,560	1,460	1,370	1,310	1,400	2,230	2,230	1,970	820	730	670
November .....	1,640	1,220	1,490	1,310	1,180	1,370	2,020	1,840	1,910	750	600	620
December.....	2,320	2,170	2,230	2,140	1,990	2,210	2,900	3,080	3,050	960	940	860
Annual Total...	17,000	16,160	15,250	15,790	15,950	16,380	24,290	24,580	23,350	9,280	8,220	7,610

TABLE 4. British Columbia — Estimated Retail Trade — By Kinds of Business and Months, 1948, 1949 and 1950  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	1,220	1,110	910	1,570	1,650	1,390	1,150	960	790	820	650	700
February .....	1,190	1,060	1,020	1,370	1,400	1,820	1,120	1,020	940	660	550	670
March .....	1,420	1,430	1,300	1,810	2,370	2,740	1,360	1,360	1,160	860	790	840
April .....	1,660	1,680	1,450	2,110	2,410	2,730	1,490	1,380	1,290	890	780	920
May .....	1,670	1,800	1,680	2,030	2,600	3,040	1,350	1,270	1,330	910	760	1,000
June .....	1,790	1,720	1,800	2,250	2,640	3,380	1,390	1,280	1,360	850	750	1,030
July .....	1,580	1,690	1,800	1,920	2,390	2,900	1,120	1,210	1,410	790	630	1,100
August .....	1,640	1,690	1,740	2,180	2,900	3,470	1,350	1,340	1,520	650	640	990
September .....	1,650	1,850	2,050	2,190	2,960	3,280	1,220	1,290	1,660	730	800	1,240
October .....	1,800	1,850	1,780	2,150	2,910	3,240	1,430	1,520	1,520	920	800	1,200
November .....	1,750	1,630	1,760	2,110	2,610	2,970	1,370	1,470	1,190	950	840	760
December .....	2,140	2,190	2,310	1,370	1,990	2,110	1,530	1,700	1,690	1,080	1,210	1,150
Annual Total .....	19,510	19,700	19,600	23,060	28,830	33,070	15,880	15,800	15,860	10,110	9,200	11,600
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	3,250	3,470	3,200	1,050	1,220	1,230	1,600	1,610	1,610			
February .....	3,000	3,020	3,000	800	1,030	1,000	1,540	1,540	1,540			
March .....	3,260	3,550	3,410	960	820	950	1,640	1,690	1,700			
April .....	3,190	3,610	3,400	750	560	690	1,560	1,690	1,650			
May .....	3,490	3,790	3,500	600	540	690	1,590	1,620	1,670			
June .....	3,400	3,830	3,620	480	460	580	1,590	1,560	1,700			
July .....	4,020	4,490	4,100	540	420	550	1,620	1,600	1,700			
August .....	4,150	4,730	4,380	870	680	830	1,560	1,580	1,700			
September .....	3,740	4,300	3,990	970	870	880	1,650	1,610	1,710			
October .....	3,470	3,780	3,580	850	900	990	1,630	1,570	1,670			
November .....	3,240	3,310	3,280	1,090	850	1,200	1,590	1,630	1,650			
December .....	3,470	3,530	3,530	1,340	960	990	2,260	2,240	2,360			
Annual Total .....	41,680	45,410	42,990	10,300	9,310	10,580	19,830	19,940	20,660			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January .....	490	470	450	620	640	610	13,230	13,250	11,680			
February .....	440	430	530	590	630	620	12,100	11,990	12,120			
March .....	550	650	550	630	690	630	14,860	15,410	15,400			
April .....	580	720	580	590	680	630	16,140	17,110	16,680			
May .....	610	670	680	630	640	620	16,660	17,070	18,120			
June .....	690	750	760	620	640	640	17,990	18,020	18,770			
July .....	680	790	730	650	690	670	19,900	18,540	19,140			
August .....	880	880	870	640	670	670	19,380	18,570	20,250			
September .....	690	770	940	590	650	630	17,670	16,690	18,330			
October .....	640	690	710	620	660	640	17,180	16,570	16,290			
November .....	710	800	820	590	630	620	16,060	15,100	15,860			
December .....	1,780	2,040	2,040	810	830	860	20,310	18,890	21,060			
Annual Total .....	8,740	9,660	9,660	7,580	8,050	7,840	201,480	197,210	203,700			

## APPENDIX 1. SUMMARY OF ESTIMATION METHODS

The sales estimates appearing in the preceding tables are a composite of separate estimates obtained for chain and independent stores, both of which are described below.

### Chain Stores

A sample providing for approximately 90% coverage in each trade and province was used. Stores are classified individually rather than according to the trade class of the whole chain company. Monthly reports are being supplied by a total of 290 chain companies operating some 5,100 stores.

### Independent Stores

All independent retail businesses listed in 1941 Census records were grouped according to:

- (i) kind of business
- (ii) province
- (iii) size of business (based on 1941 sales)

Sample stores were selected in ratios calculated to give representation to each class of store. A lower proportion of stores was chosen in Ontario and Quebec where the density of retail businesses is greatest. Similarly, selection ratios were such

that a small proportion of stores in the lower sales-size categories was used and progressively larger proportions as the sales-size increased. Random selection methods were used.

Stores included in the sample were required to report monthly sales figures from January, 1947 onwards. The 1941-1947 trend in sales of all sample stores within each kind-province-size category was applied to the total 1941 sales of all stores within that category in order to arrive at 1947 estimates of sales. Seasonal patterns were developed from the information supplied by the sample stores and applied to the total estimated annual sales in order to obtain monthly estimates. Results for the different size categories are not published separately, since these were used only to give proper recognition to the variable trends by size of business.

Monthly estimates for years subsequent to 1947 are obtained by applying the monthly percentage changes (1949 of 1948 and 1950 of 1949), to the 1948 and 1949 estimates for the corresponding month.

A sample of 7,200 independent stores is now reporting to the Bureau each month. Reports are also received from 31 departmental firms.

### Adjustments for the Effect of Changes in the Number of Stores and Kind of Business

Some retail firms which were in operation in 1941 have since gone out of business and their premises are not now occupied by a retail establishment. These have been treated as "store deaths", and the estimates have been lowered to account for them.

On the other hand, many new firms have come into existence since 1941 and these are regarded as "store births". A measurement of sales of these was made for each year and the volume has been incorporated in the revised estimates contained in this report.

Following is the method used in carrying out the "store death" and "store birth" adjustments:

#### Store Deaths

A measurement of the number of retail establishments which have ceased to exist since the 1941 Census was obtained for 1948 to 1950 from an original constant sample of 6,500 stores. Since this

sample represented all stores in existence in 1941, it was possible, by determining the proportion represented by the closed stores, to adjust sales estimates accordingly. This was done, by kind of business and province, for 1948 to 1950.

#### Store Births

An area sample was used as the basis for estimating new stores. The sample covered approximately 10% of urban and 5% of rural areas. All stores in the selected areas were enumerated and those which had not existed in 1941 were identified. Sales figures of these "store births" were obtained and inflated according to their approximate sampling ratios.

#### Store Changes

A measurement of the changes in the kind of business operated was obtained from the original constant sample as in "store death" measurements, and sales estimates were adjusted accordingly.

## APPENDIX 2. DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

**Grocery and Combination Stores:** This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat,

provided meat sales are less than 20% of total sales.

**Country General Stores:** Under this classification are included all stores carrying a general line of merchandise and operating in communities of less than 2,000 population.



**Department Stores:** Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

**Motor Vehicle Dealers:** Includes all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate a repair garage in connection with the business. Used car dealers are not included.

**Garages and Filling Stations:** Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles

exceeds sales of the commodities mentioned, the business is not included in the retail trade.

**Women's Clothing Stores:** This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

**Appliances and Radio Stores:** All stores trading mainly in household appliances and radios are included under this classification.

**All Other Trades:** This includes all those stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.









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# RETAIL TRADE

## 1951



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## RETAIL TRADE

1951

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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services.

Volume IV consists of the following parts with individual trade reports listed under each:

### Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢.
- B — Operating Results of Food Wholesalers, 25¢.
- C — Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- D — Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

### Part II — Retail Statistics

- E — General Review, 25¢.
- F — Retail Trade, 25¢.
- G — Retail Chain Stores, 25¢.
- H — Operating Results of Chain Food Stores, 25¢.
- I — Operating Results of Chain Clothing Stores, 25¢.
- J — Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- \*K — Operating Results of Retail Food Stores, 25¢.
- \*L — Operating Results of Retail Clothing Stores, 25¢.
- \*M — Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢.
- \*N — Operating Results of Filling Stations and Garages, 25¢.
- \*O — Operating Results of Miscellaneous Retail Stores, 25¢.
- P — Retail Consumer Credit, 25¢.

### Part III — Service and Special Fields

- Q — Laundries, Cleaners and Dryers, 25¢.
- R — Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S — Hotels, 25¢.
- T — Sales Financing, 25¢.
- U — Farm Implement and Equipment Sales, 25¢.
- V — New Motor Vehicle Sales and Motor Vehicle Financing 25¢.
- W — Advertising Agencies (Memorandum) 25¢.

The reports are punched to permit of filing in a ring binder.

\* Biennial reports — not issued for 1951.

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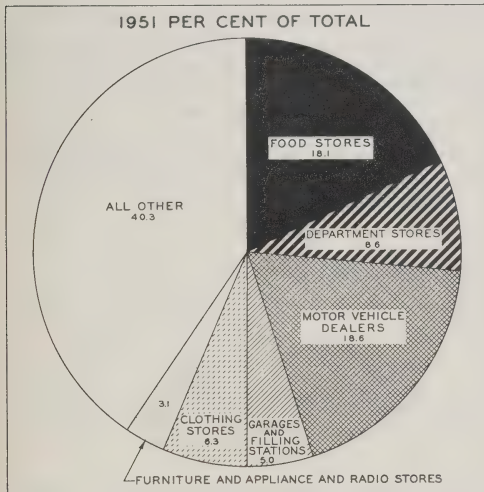


# RETAIL TRADE

1951

Canada's retail stores had estimated dollar sales of \$10,517,326,000 in 1951, an all time high which was 11.1% above 1950 and over three times as large as 1941 sales of \$3,436,823,000.

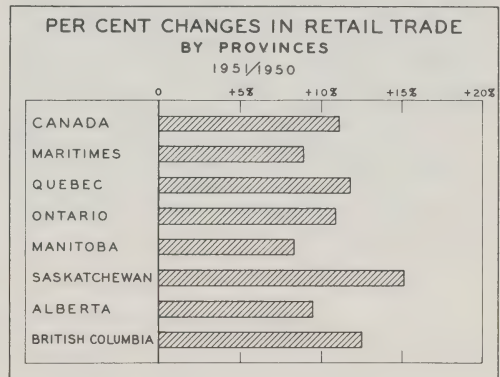
All trades shared in the expansion of retail business in 1951. The largest increase was reported by motor vehicle dealers (25.8%) thereby accounting for 38% of the difference in total sales between 1950 and 1951. With a dollar volume of \$1,954,790,000, motor vehicle dealers represented the most important trade in Canada constituting 18.6% of total retail sales (see chart).



Several other kinds of business showed substantial increases over 1950. Sales by Grocery and Combination stores and Meat stores rose 17.8% and 8.2% respectively. The Apparel trade did very well with Men's and Women's Clothing stores showing gains of 16.0% and 16.2%. Department stores, an important component of retail trade in Canada (see chart), reported only a slight increase of 3.4% and even this improvement was the result of an increase in prices during 1951 (see below).

All sections of the country recorded higher sales in 1951 than in 1950. The largest increase was reported by Saskatchewan (15.1%); British Columbia followed with a gain of 12.5%; sales in Quebec and

Ontario rose 11.8% and 10.8%; the Maritime Provinces, Manitoba and Alberta showed increases of 8.9%, 8.3% and 9.5% respectively. It is interesting to note the rapid development of some trades within these provinces. In the Maritimes, for example, Furniture store sales rose 58.0% over 1950; in Saskatchewan sales by Appliance and Radio dealers were 48.3% above the preceding year and in Alberta, sales by Motor Vehicle dealers reached the unprecedented level of \$146,786,000, 53.6% higher than in 1950 and nearly double the 1949 dollar volume.



On page 16 is a chart designed to show the proportion of sales made by (a) independent stores (excluding department stores), (b) chain stores (department store chains are excluded), and (c) department stores. It will be seen that in 1951 independent stores did 75.1% of the total business, having sales amounting to \$7,904,522,000. Chain stores had sales amounting to \$1,711,087,000 accounting for 16.3% of the total and department store sales were \$901,717,000 or 8.6% of the total. The proportion of business done by independent stores was lowest in 1931 when such stores formed 67.8% of all sales. This ratio eventually stabilized at approximately 70% and remained fairly constant until 1947 when it rose to 73.0%; in 1950 it equalled 74.3% and in 1951 it reached as high as 75.1%. On the other hand the proportion of business done by department stores was highest in 1931 (13.5%) and has declined ever since, remaining below 10% in 1950 and 1951. Except for 1937, the relationship between chain store and total sales has been quite stable varying between 16% and 19% for the period 1930 and 1951.

Retail sales in 1951 were about \$7 billion higher than in 1941. This buoyant state of the retail market can be attributed to many factors. The most important is, undoubtedly, the exceedingly high personal disposable income in the post-war period. On page 11 is a table showing the relationship between personal disposable income and retail sales. It will be noted that retail sales have not only maintained their pre-war position relative to personal disposable income but now form a larger portion of the latter (71.1% in 1951) than ever before. Underlying the high post-war sales-income relationship is a significant deviation from past trends for some of the major lines of retailing. For example, if we examine the other chart on this page we note that sales by establishments specializing in durable consumer goods now form a larger percentage of total retail sales (27.8% in 1951) than ever before.

While total sales of department stores have been given as \$901,717,000 for 1951, this figure does not reveal the nature of the commodities which are distributed through department stores. An analysis of sales by commodities, as is given in table 7 shows that sales of various lines of wearing apparel and furnishings form the major portion of department store business. In 1951, women's apparel and accessories formed 29.0% of the total sales, while men's and boys' clothing and furnishings constituted a further 12.9%; other important commodity lines were: Food and kindred products, 7.2%; home furnishings, 6.1%; furniture, 5.7%, and hardware and housewares, 5.9%.

For the retailer, a knowledge of the seasonal pattern and long term trend of his business is important if he is to plan his operations efficiently. However, long term trend may not be precisely determined by inspection because of the existence of numerous fluctuations superimposed upon the trend. Original unadjusted monthly retail sales data compiled by the Bureau reflect the net composite effect upon trade of changes in the number of working days in each month, seasonal variations, cyclical changes in business conditions, long period growth, changes in prices and any random factors which may be in operation. On page 38 is a chart depicting the seasonal characteristics of department store sales and the monthly trend of these sales in the post-war period, expressed in 1949 dollars, and adjusted for seasonal variations. It will be seen that when department store sales are corrected for seasonal influences and changes in prices they do not show an upward movement in the post-war period (a trend to be observed when looking at the unadjusted data) but instead, remained fairly constant between 1946 and 1951.\*

\* The method used to obtain the trend was as follows:

- (a) Department store sales were first expressed as average daily sales per month, each day being weighted according to its importance in the business week.
- (b) Seasonal influences were then removed by means of a 12 month moving average.
- (c) The resulting dollar series was deflated by means of a price index (1949 = 100) specially prepared by the Prices Section of the Bureau.

TABLE 1. Major Trades Related to Total Volume — 1941, 1949, 1950 and 1951  
(Millions of Dollars)

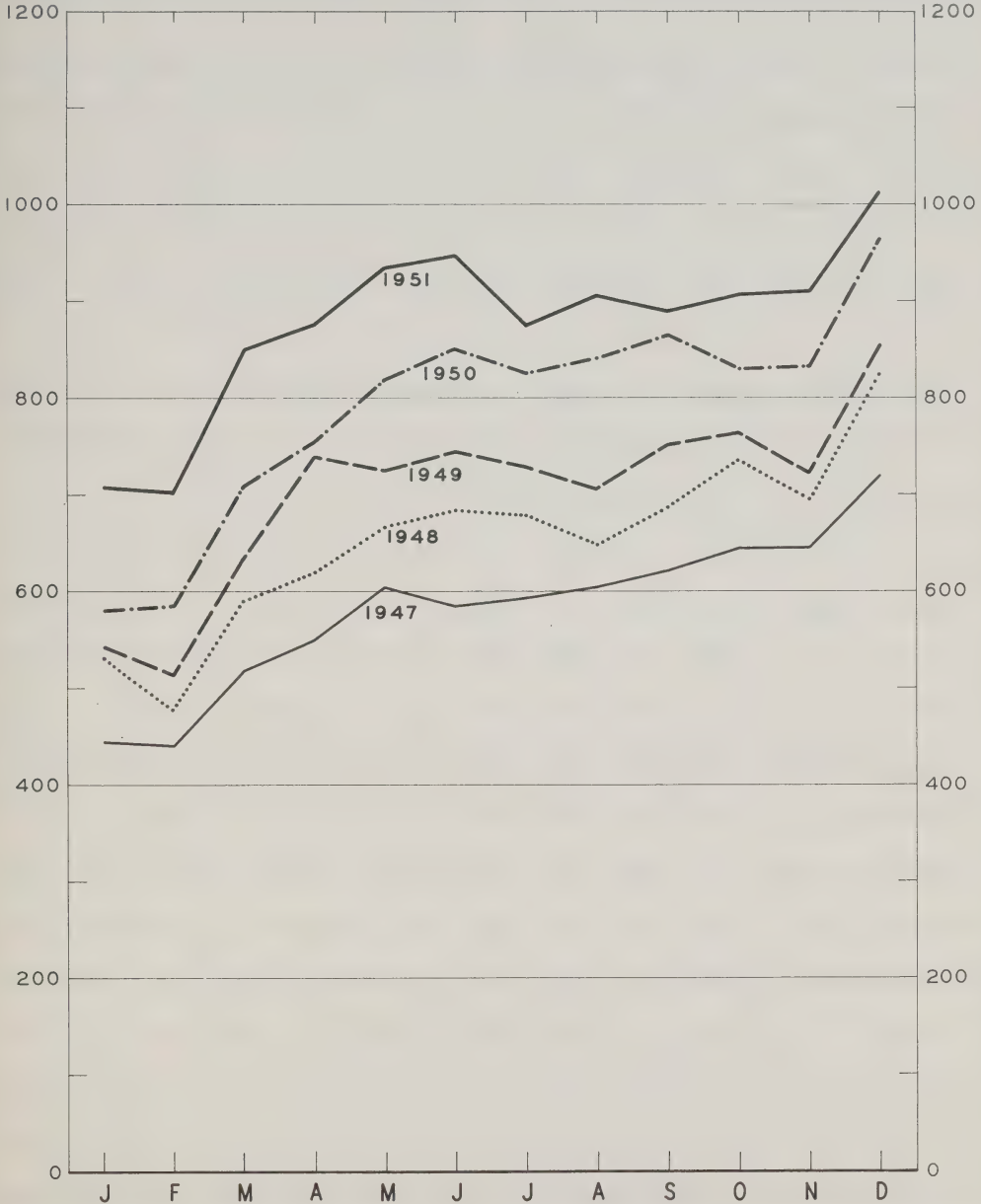
Selected Trades	1941		1949		1950		1951	
	Sales	Percent of Total	Sales	Percent of total	Sales	Percent of total	Sales	Percent of total
<b>Retail Trade — Total .....</b>	<b>3,436.8</b>	<b>100.0</b>	<b>8,427.9</b>	<b>100.0</b>	<b>9,467.4</b>	<b>100.0</b>	<b>10,517.3</b>	<b>100.0</b>
Grocery & Combination Stores .....	567.3	16.5	1,336.9	15.9	1,450.6	15.3	1,709.3	16.2
Department Stores .....	377.8	11.0	855.5	10.2	872.4	9.2	901.7	8.6
Motor Vehicle Dealers .....	360.2	10.5	1,030.5	12.2	1,553.7	16.4	1,954.8	18.6
Country General Stores .....	213.3	6.2	478.9	5.7	474.4	5.0	520.7	5.0
Garages & Filling Stations .....	205.1	6.0	483.0	5.7	498.0	5.3	526.4	5.0
Total, 5 Trades .....	1,723.7	50.2	4,184.8	49.7	4,849.1	51.2	5,612.9	53.4
All other Trades .....	1,713.1	49.8	4,243.1	50.3	4,618.3	48.8	4,904.4	46.6

## TOTAL RETAIL TRADE

—BY MONTHS—

\$ MILLIONS

\$ MILLIONS





**TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1941, 1949, 1950 and 1951**  
(in millions of dollars)

No.	Kind of Business	Canada				Maritimes				Quebec			
		1941	1949	1950	1951	1941	1949	1950	1951	1941	1949	1950	1951
1	<b>Total All Trades .....</b>	<b>3,436.8</b>	<b>8,427.9</b>	<b>9,467.4</b>	<b>10,517.3</b>	<b>282.8</b>	<b>613.8</b>	<b>654.5</b>	<b>712.9</b>	<b>818.7</b>	<b>1,890.7</b>	<b>2,205.2</b>	<b>2,466.1</b>
2	Grocery & Combination Stores	567.3	1,336.9	1,450.6	1,709.3	56.4	114.2	119.6	141.5	163.8	399.3	426.1	500.4
3	Meat Stores .....	80.0	176.1	182.0	196.9	2.1	5.1	4.7	4.0	26.2	50.1	52.2	59.3
4	Country General Stores .....	213.3	478.9	474.4	520.7	26.8	64.4	59.8	65.6	49.3	101.3	100.8	116.0
5	Department Stores .....	377.8	855.5	872.4	901.7	28.7	63.8	62.6	60.1	58.5	135.2	139.6	145.6
6	Variety Stores .....	85.2	163.7	170.3	189.6	11.3	17.6	17.7	19.4	22.7	47.6	49.9	55.8
7	Motor Vehicle Dealers .....	360.2	1,030.5	1,553.7	1,954.8	30.9	66.5	96.1	90.3	68.3	195.7	336.5	434.7
8	Garages & Filling Stations	205.1	483.0	498.0	526.4	15.0	31.5	34.0	37.9	40.8	102.2	111.2	103.1
9	Men's Clothing Stores .....	79.9	172.2	171.6	199.0	6.9	14.0	12.0	15.9	20.2	41.6	38.7	39.4
10	Family Clothing Stores .....	73.8	156.8	160.5	176.3	7.5	17.1	17.8	22.9	25.3	49.9	50.6	53.1
11	Women's Clothing Stores .....	71.1	181.1	161.1	187.2	4.0	9.4	10.9	13.3	18.1	49.9	46.7	49.6
12	Shoe Stores .....	44.0	95.4	92.7	100.3	3.5	6.5	8.1	8.5	12.5	28.5	27.1	30.3
13	Hardware Stores .....	73.1	193.9	198.1	202.0	5.0	11.2	11.2	10.8	16.7	42.4	45.4	48.4
14	Lumber & Building Materials Dealers	79.8	278.2	348.9	360.9	4.4	6.5	7.3	7.8	11.9	32.4	40.2	46.8
15	Furniture Stores .....	64.1	148.9	159.6	168.7	4.3	8.7	8.2	13.0	21.3	40.9	48.8	54.1
16	Appliance & Radio Stores	45.9	130.7	144.9	152.6	2.1	12.4	9.8	10.5	10.3	32.6	37.0	35.9
17	Restuarants .....	126.6	321.5	339.5	379.6	7.6	13.1	14.8	15.7	27.6	62.0	68.4	76.7
18	Coal & Wood Dealers .....	98.6	179.3	194.3	204.4	7.5	11.8	12.0	12.2	22.1	41.3	46.2	55.4
19	Drug Stores .....	100.9	199.7	208.1	231.8	8.3	15.9	17.1	17.8	18.1	38.5	41.9	49.2
20	Jewellery Stores .....	38.4	74.3	78.9	82.3	2.8	6.3	6.1	5.3	9.3	19.1	20.6	20.1
21	Tobacco Stores .....	43.2	84.8	80.9	89.6	1.7	3.6	3.2	2.2	12.8	22.4	20.6	21.5
22	All Other Trades .....	608.7	1,686.6	1,926.9	1,983.1	45.7	114.1	121.4	138.3	163.0	357.7	456.7	470.4

Note. Any slight differences between the totals and their components in the tables in this bulletin, are due to the rounding of the figures.

**TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1941, 1949, 1950 and 1951**  
(in millions of dollars)

Ontario				Manitoba				Saskatchewan				Alberta				British Columbia				No
1941	1949	1950	1951	1941	1949	1950	1951	1941	1949	1950	1951	1941	1949	1950	1951	1941	1949	1950	1951	
1,407.0	3,234.5	3,643.9	4,037.8	210.8	556.3	606.2	656.3	186.9	519.5	548.9	631.9	221.1	673.1	747.7	818.4	309.6	940.0	1,061.0	1,193.9	1
230.7	529.3	577.0	683.9	26.1	58.1	61.9	72.2	19.8	47.2	50.4	60.9	25.2	66.8	78.3	93.4	45.3	122.1	137.3	157.1	2
31.4	59.5	63.8	66.8	2.6	8.0	7.3	6.9	3.2	8.3	8.2	9.1	5.3	13.9	15.6	17.6	9.1	31.2	30.3	33.3	3
44.3	94.2	93.8	96.0	17.0	35.0	38.3	42.1	32.7	85.2	79.3	86.8	27.2	65.4	66.7	70.4	16.1	33.4	35.7	43.7	4
151.5	320.2	325.1	329.7	56.7	126.1	130.4	137.1	17.6	44.8	42.5	45.4	20.5	56.5	59.2	63.7	44.4	108.9	113.0	120.2	5
37.6	73.8	78.6	86.7	2.4	4.4	4.2	4.8	2.7	4.9	4.6	5.3	3.9	7.6	7.8	8.7	4.6	7.8	7.5	8.9	6
151.3	394.6	559.2	718.7	18.7	75.1	101.9	120.5	25.9	63.9	107.6	129.8	31.1	77.7	95.6	146.8	33.9	156.9	256.8	314.0	7
97.2	196.7	212.7	228.0	10.6	27.7	28.3	28.7	10.6	40.9	33.6	38.3	14.0	32.2	36.0	41.0	16.8	51.9	42.3	49.4	8
37.0	75.8	80.8	93.3	2.9	7.8	7.5	8.7	2.4	5.1	5.9	7.5	4.0	11.7	11.4	16.1	6.4	16.2	15.2	18.0	9
25.3	49.1	50.7	53.1	2.6	6.4	6.0	6.4	5.1	11.1	11.1	13.6	3.2	7.3	7.9	9.1	4.9	16.0	16.4	18.0	10
32.2	69.1	54.2	74.6	2.8	6.6	6.0	6.8	2.1	7.8	7.6	8.1	3.7	13.8	12.4	12.9	8.2	24.6	23.4	22.0	11
20.5	43.7	41.5	44.8	1.5	2.9	2.7	2.8	.9	1.8	1.7	2.0	1.5	3.7	3.9	4.3	3.7	8.2	7.6	7.4	12
27.2	66.1	65.6	71.6	4.2	11.9	12.0	12.4	7.2	15.7	14.7	14.4	7.8	27.0	29.5	25.7	4.9	19.7	19.6	18.7	13
32.6	110.0	158.9	163.6	7.2	32.9	37.3	35.8	9.3	30.4	30.9	29.0	9.2	37.1	41.3	44.3	5.2	28.8	33.1	33.5	14
27.1	67.2	70.7	72.6	1.1	3.9	4.1	3.6	1.2	3.1	2.7	2.8	3.5	9.2	9.2	9.3	5.5	15.8	15.9	13.4	15
21.8	56.9	66.0	73.5	2.9	4.5	5.5	5.8	1.6	3.8	3.6	5.4	2.1	11.3	11.3	9.4	4.9	9.2	11.6	12.1	16
51.6	129.0	137.3	153.6	7.8	24.9	26.5	26.2	6.8	17.2	17.1	17.8	10.4	29.9	32.5	34.8	14.7	45.4	43.0	54.8	17
53.8	94.6	100.7	104.1	6.2	12.9	14.2	13.5	3.4	7.4	9.2	9.2	1.3	2.0	1.3	1.1	4.3	9.3	10.6	8.9	18
49.2	90.0	90.5	101.2	6.2	13.2	13.6	14.2	5.0	9.7	10.4	11.4	5.9	12.4	13.9	15.6	8.3	19.9	20.7	22.4	19
17.0	28.6	30.5	31.5	2.2	4.9	4.4	4.4	1.3	1.6	2.4	3.2	1.9	4.2	5.3	6.7	3.9	9.7	9.7	11.1	20
21.2	44.1	42.6	49.6	1.3	1.3	1.2	1.3	.9	2.4	2.3	2.9	1.7	3.0	3.0	3.4	3.5	8.0	7.8	8.8	21
246.5	642.0	743.7	741.0	27.6	87.6	92.9	101.9	27.3	107.4	103.0	129.1	37.6	180.6	205.5	184.2	60.9	197.2	203.7	218.3	22

Note. Any slight differences between the totals and their components in the tables in this bulletin, are due to the rounding of the figures.

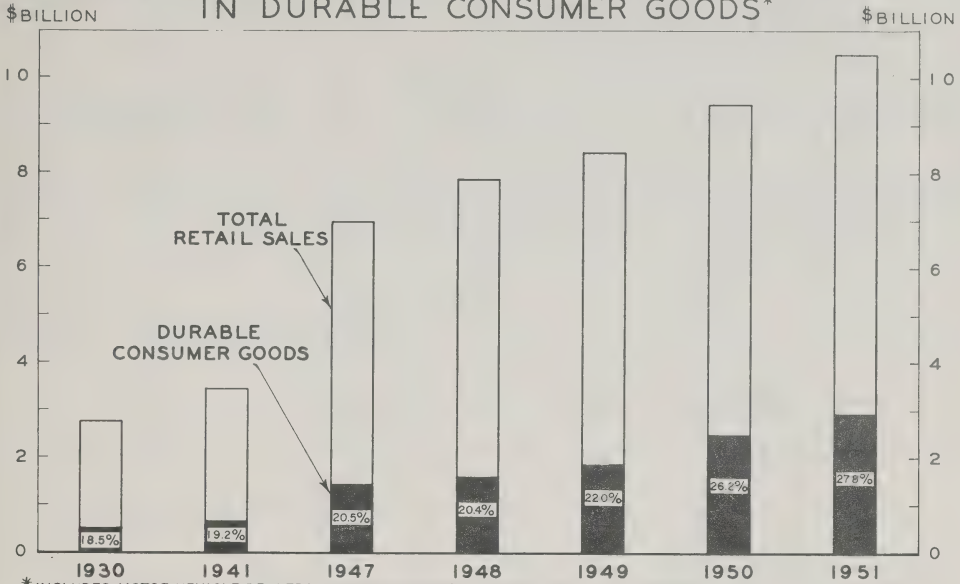
**TABLE 3. Annual Estimates of Retail Trade for Canada and Provinces, 1930-1951**  
(in thousands of dollars)

	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1930.....	2,755,570	197,666	651,139	1,099,990	189,244	189,181	176,537	248,597
1931.....	2,322,158	173,186	562,682	952,725	153,906	134,120	134,388	208,241
1932.....	1,922,452	140,930	465,386	790,232	131,743	112,105	115,941	163,917
1933.....	1,786,191	130,029	422,395	741,651	122,096	103,207	109,117	155,931
1934.....	1,998,578	147,396	457,133	840,459	132,218	115,025	125,973	178,286
1935.....	2,120,348	157,640	476,757	882,610	140,271	124,409	137,724	198,740
1936.....	2,306,637	170,393	522,242	949,354	151,401	138,936	147,767	224,575
1937.....	2,612,776	199,862	609,678	1,078,200	166,293	138,561	165,850	253,913
1938.....	2,549,197	189,201	602,723	1,035,740	165,247	136,725	177,677	239,470
1939.....	2,597,752	196,406	607,064	1,048,724	166,766	154,057	180,871	241,677
1940.....	2,957,698	235,924	688,071	1,202,644	183,743	174,235	198,630	272,273
1941.....	3,436,823	282,812	818,671	1,406,977	210,833	186,886	221,071	309,573
1942 <sup>1</sup> .....	3,649,041	303,949	896,425	1,441,915	225,368	195,495	238,726	341,586
1943 <sup>1</sup> .....	3,785,840	324,708	931,388	1,449,638	239,403	213,311	263,990	355,788
1944 <sup>1</sup> .....	4,123,151	359,566	1,001,963	1,558,510	264,982	248,031	292,622	390,584
1945 <sup>1</sup> .....	4,595,667	394,297	1,121,145	1,742,409	292,735	277,466	321,250	438,838
1946 <sup>1</sup> .....	5,506,286	464,157	1,315,485	2,113,916	362,189	328,254	383,806	529,213
1947.....	6,970,930	552,830	1,636,250	2,687,070	428,540	398,540	489,030	778,670
1948.....	7,839,340	593,080	1,809,330	3,022,270	493,250	458,570	592,000	870,840
1949.....	8,427,900	613,750	1,890,720	3,234,540	556,280	519,460	673,120	940,030
1950.....	9,467,400	654,480	2,205,150	3,643,910	606,250	548,900	747,690	1,061,020
1951.....	10,517,326	712,925	2,466,062	4,037,821	656,317	631,930	818,365	1,193,906

Note. Any slight differences between the totals and their components in the above table are due to the rounding of the figures.

1. Estimated retail sales during these years have not been adjusted for the effect of changes in the number of stores and kinds of business.

# RETAIL SALES OF CERTAIN TRADES SPECIALIZING IN DURABLE CONSUMER GOODS\*



\* INCLUDES MOTOR VEHICLE DEALERS, HARDWARE STORES, LUMBER & BUILDING MATERIAL DEALERS, FURNITURE STORES, APPLIANCE & RADIO STORES AND JEWELLERY STORES.

# RETAIL SALES AND PERSONAL DISPOSABLE INCOME

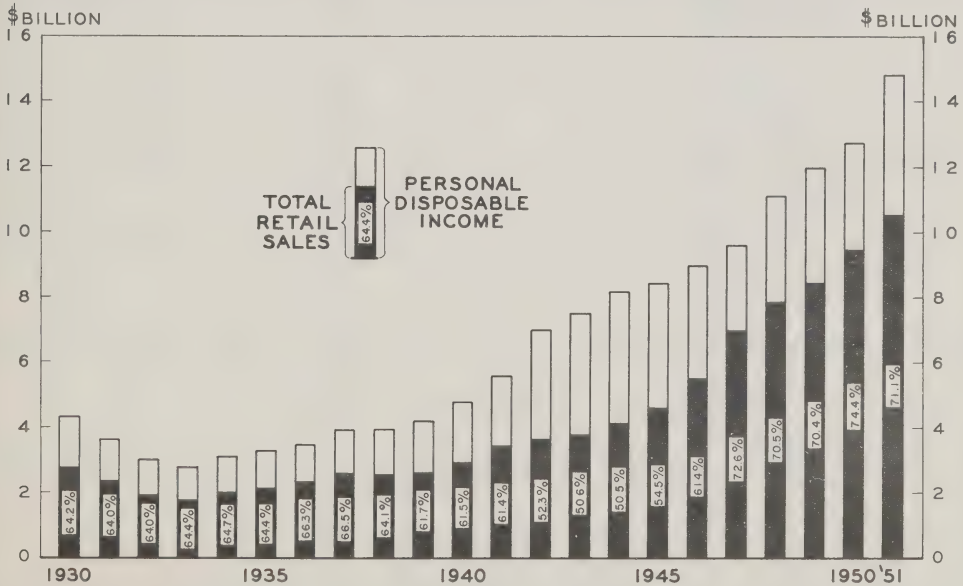


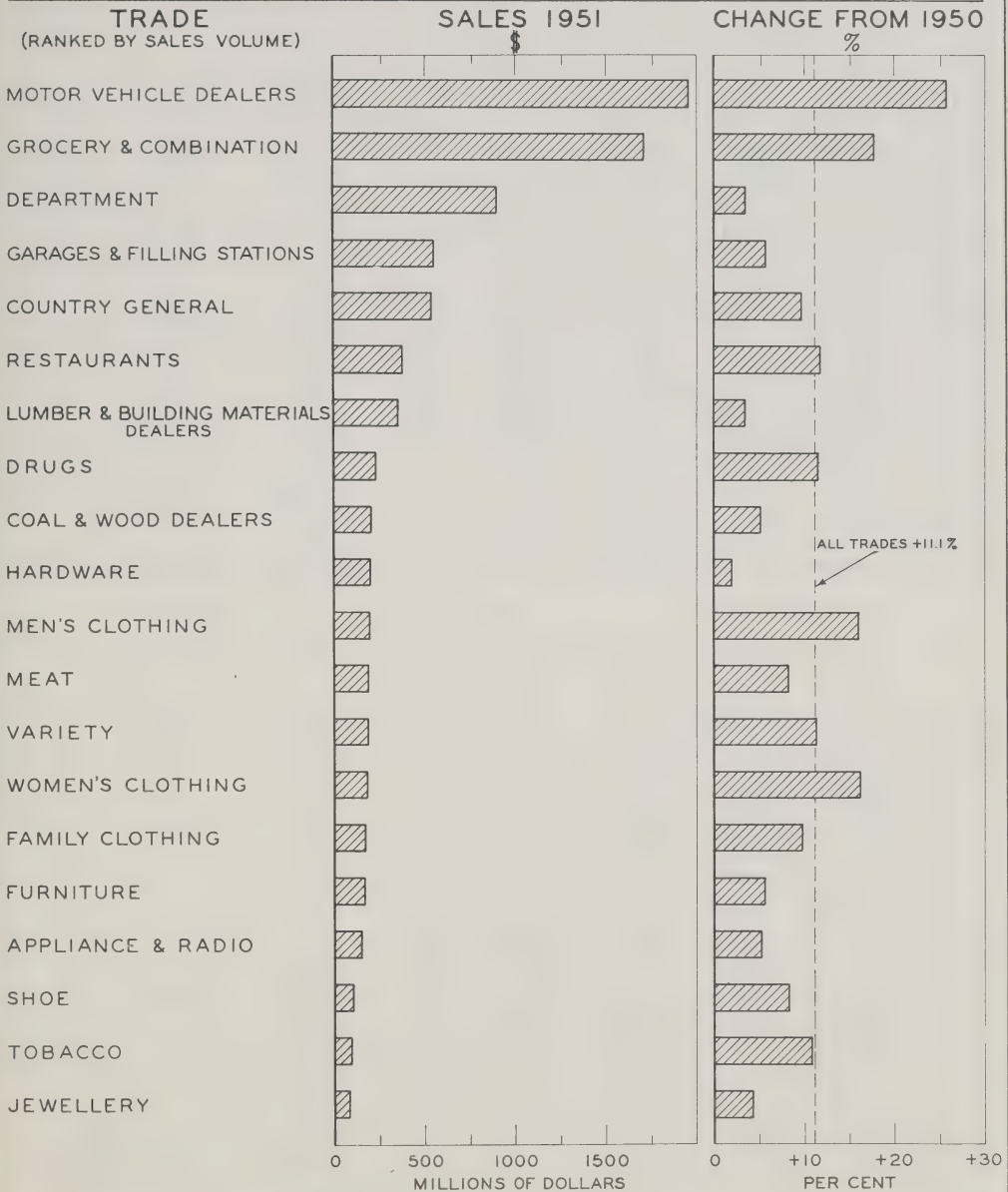


TABLE 4. Percentage Changes in Retail Trade — 1951-50 By Provinces and Kinds of Business

Kind of Business	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total — All Trades .....	+ 11.1	+ 8.9	+ 11.8	+ 10.8	+ 8.3	+ 15.1	+ 9.5	+ 12.5
Grocery & Combination Stores .....	+ 17.8	+ 18.4	+ 17.4	+ 18.5	+ 16.6	+ 20.8	+ 19.2	+ 14.4
Meat Stores .....	+ 8.2	- 14.0	+ 13.6	+ 4.7	- 4.7	+ 10.5	+ 12.8	+ 9.7
Country General Stores .....	+ 9.7	+ 9.7	+ 15.2	+ 2.3	+ 10.0	+ 9.5	+ 5.5	+ 22.5
Department Stores .....	+ 3.4	- 4.1	+ 4.3	+ 1.4	+ 5.1	+ 6.8	+ 7.6	+ 6.4
Variety Stores .....	+ 11.3	+ 9.9	+ 12.0	+ 10.3	+ 13.2	+ 14.2	+ 11.5	+ 18.4
Motor Vehicle Dealers .....	+ 25.8	- 6.0	+ 29.2	+ 28.5	+ 18.2	+ 20.7	+ 53.6	+ 22.3
Garages & Filling Stations .....	+ 5.7	+ 11.4	- 7.3	+ 7.2	+ 1.6	+ 14.0	+ 14.0	+ 16.8
Men's Clothing Stores .....	+ 16.0	+ 31.8	+ 2.0	+ 15.5	+ 16.1	+ 27.8	+ 41.3	+ 18.1
Family Clothing Stores .....	+ 9.8	+ 28.4	+ 5.0	+ 4.8	+ 7.1	+ 22.6	+ 15.4	+ 9.8
Women's Clothing Stores .....	+ 16.2	+ 21.4	+ 6.1	+ 37.7	+ 15.1	+ 6.5	+ 3.7	- 5.9
Shoe Stores .....	+ 8.2	+ 5.1	+ 11.9	+ 8.0	+ 4.1	+ 20.5	+ 9.1	- 2.1
Hardware Stores .....	+ 2.0	- 4.1	+ 6.6	+ 9.1	+ 3.2	- 2.1	- 12.9	- 4.3
Lumber & Building Materials Dealers .....	+ 3.4	+ 6.1	+ 16.5	+ 3.0	- 3.8	- 5.9	+ 7.3	+ 1.3
Furniture Stores .....	+ 5.7	+ 58.0	+ 11.0	+ 2.6	- 11.8	+ 1.3	+ 0.8	- 15.7
Appliance & Radio Stores .....	+ 5.3	+ 7.7	- 3.0	+ 11.3	+ 4.7	+ 48.3	- 16.9	+ 3.9
Restaurants .....	+ 11.8	+ 6.5	+ 12.2	+ 11.9	- 1.1	+ 4.2	+ 7.2	+ 27.5
Coal & Wood Dealers .....	+ 5.2	+ 1.3	+ 19.8	+ 3.4	- 5.4	+ 0.3	- 16.8	- 15.7
Drug Stores .....	+ 11.4	+ 3.9	+ 17.3	+ 11.9	+ 4.7	+ 9.1	+ 12.6	+ 8.3
Jewellery Stores .....	+ 4.3	- 13.2	- 2.2	+ 3.2	+ 0.2	+ 33.5	+ 26.1	+ 15.1
Tobacco Stores .....	+ 10.8	- 32.2	+ 4.3	+ 16.3	+ 7.5	+ 24.1	+ 12.2	+ 11.7
All Other Trades .....	+ 2.9	+ 14.0	+ 3.0	- 0.4	+ 9.7	+ 25.3	- 10.4	+ 7.2

## RETAIL TRADE, 1951

— SALES BY TRADES  
— % CHANGE FROM 1950



**TABLE 5. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1951**  
(in thousands of dollars)

No.	Kind of Business	All Stores	Chain Stores	Independent Stores
		Canada		
1	Total, All Trades .....	10,517,326	1,711,087	8,806,239
2	Grocery & Combination Stores .....	1,709,335	609,907	1,099,428
3	Meat Stores .....	196,920	6,595	190,325
4	Country General Stores .....	520,672	19,732	500,940
5	Department Stores .....	901,717	—	901,717
6	Variety Stores .....	189,649	164,474	25,175
7	Motor Vehicle Dealers .....	1,954,790	20,939	1,933,851
8	Garages & Filling Stations .....	526,411	3,593	522,818
9	Men's Clothing Stores .....	198,975	25,059	173,916
10	Family Clothing Stores .....	176,302	40,039	136,263
11	Women's Clothing Stores .....	187,220	40,700	146,520
12	Shoe Stores .....	100,275	38,031	62,244
13	Hardware Stores .....	201,995	12,225	189,770
14	Lumber & Building Materials Dealers .....	360,855	74,734	286,121
15	Furniture Stores .....	168,700	37,050	131,650
16	Appliance & Radio Dealers .....	152,580	41,583	110,997
17	Restaurants .....	379,646	29,167	350,479
18	Coal & Wood Dealers .....	204,384	4,896	199,488
19	Drug Stores .....	231,816	31,019	200,797
20	Jewellery Stores .....	82,323	30,898	51,425
21	Tobacco Stores .....	89,634	16,864	72,770
22	All Other Trades .....	1,983,127	463,582	1,519,545
		Manitoba		
1	Total, All Trades .....	656,317	76,623	579,694
2	Grocery & Combination Stores .....	72,151	28,639	43,512
3	Meat Stores .....	6,927	—	6,927
4	Country General Stores .....	42,138	1,898	40,240
5	Department Stores .....	137,116	—	137,116
6	Variety Stores .....	4,776	4,769	7
7	Motor Vehicle Dealers .....	120,454	1	1
8	Garages & Filling Stations .....	28,743	1	1
9	Men's Clothing Stores .....	8,742	776	7,966
10	Family Clothing Stores .....	6,448	1	1
11	Women's Clothing Stores .....	6,848	1,902	4,946
12	Shoe Stores .....	2,799	585	2,214
13	Hardware Stores .....	12,368	1	1
14	Lumber & Building Materials Dealers .....	35,844	7,972	27,872
15	Furniture Stores .....	3,591	—	3,591
16	Appliance & Radio Dealers .....	5,801	2,069	3,732
17	Restaurants .....	26,193	1,270	24,923
18	Coal & Wood Dealers .....	13,467	—	13,467
19	Drug Stores .....	14,222	1	1
20	Jewellery Stores .....	4,399	1	1
21	Tobacco Stores .....	1,344	1	1
22	All other Trades .....	101,946	22,207	79,739

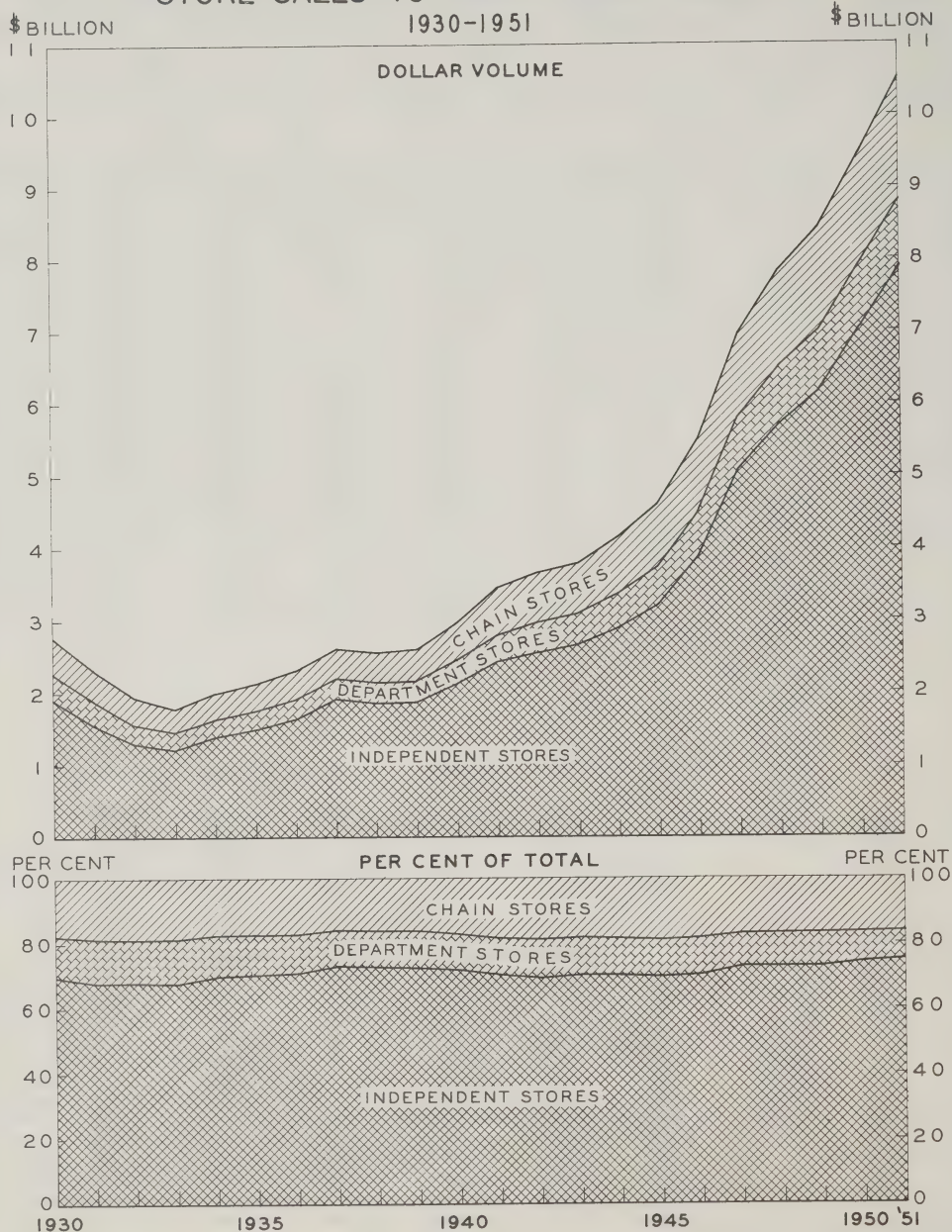
1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

**TABLE 5. Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business, 1951**  
(In thousands of dollars)

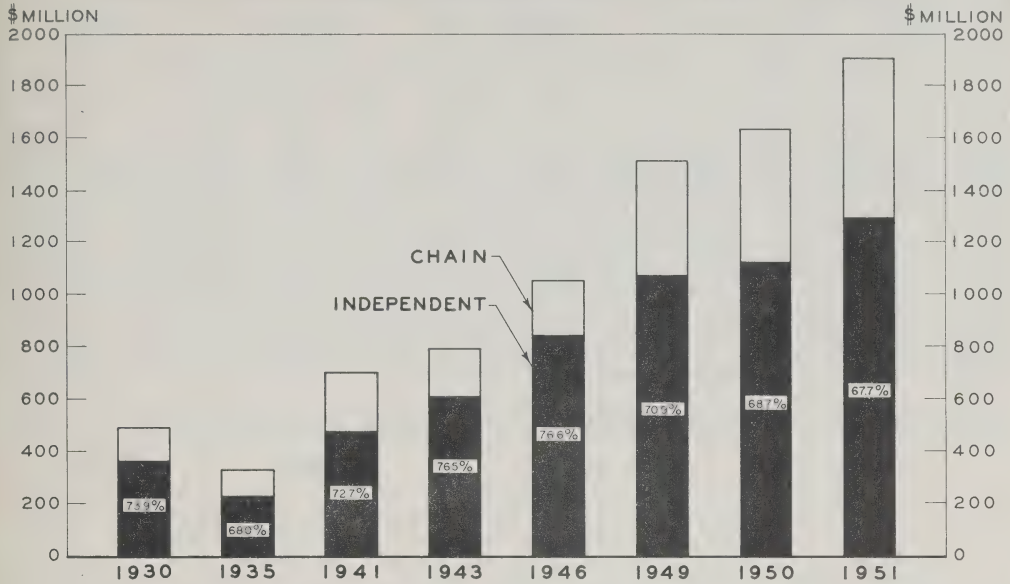
All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	
Maritimes			Quebec			Ontario			No
712,925	119,258	593,667	2,466,062	349,468	2,116,594	4,037,821	798,860	3,238,961	1
141,536	22,488	119,048	500,393	122,612	377,781	683,852	333,490	350,362	2
4,006	—	4,006	59,328	—	59,328	66,760	5,030	61,730	3
65,595	3,125	62,470	116,034	4,450	111,584	96,012	5,589	90,423	4
60,059	—	60,059	145,625	—	145,625	329,662	—	329,662	5
19,401	17,216	2,185	55,850	43,554	12,296	86,697	77,951	8,746	6
90,315	1	1	434,676	1	1	718,735	8,147	710,588	7
37,916	1	1	103,134	1	1	227,992	1	1	8
15,860	1	1	39,439	3,008	36,431	93,302	17,006	76,296	9
22,877	2,964	19,913	53,143	14,838	38,305	53,140	10,249	42,891	10
13,279	997	12,292	49,557	9,378	40,179	74,578	18,379	56,199	11
8,516	1	1	30,343	11,172	19,171	44,833	21,558	23,275	12
10,776	1	1	48,428	6,430	41,998	71,578	3,065	68,513	13
7,775	—	7,775	46,813	3,521	43,292	163,568	17,082	146,486	14
13,016	1	1	54,130	17,717	36,413	72,583	14,439	58,144	15
10,530	1,075	9,455	35,892	12,882	23,010	73,523	16,104	57,419	16
15,710	1	1	76,740	8,105	68,635	153,624	12,639	140,985	17
12,206	—	12,206	55,384	—	55,384	104,084	4,896	99,188	18
17,773	1,598	16,175	49,167	3,281	45,886	101,250	15,941	85,309	19
5,297	2,058	3,239	20,135	6,057	14,078	31,461	12,875	18,586	20
2,162	1	1	21,478	5,014	16,464	49,599	1	1	21
138,320	53,095	85,225	470,373	73,787	396,586	740,988	196,216	544,772	22
Saskatchewan			Alberta			British Columbia			
631,930	79,254	552,676	818,365	117,241	701,124	1,193,906	170,383	1,023,523	1
60,918	17,785	43,133	93,369	30,984	62,385	157,116	53,909	103,207	2
9,080	1	1	17,568	1	1	33,251	1	1	3
86,797	1	1	70,379	1	1	43,717	2,906	40,811	4
45,394	—	45,394	63,659	—	63,659	120,202	—	120,202	5
5,309	5,180	129	8,711	7,746	965	8,905	8,058	847	6
129,813	1	1	146,786	1	1	314,011	1	1	7
38,260	—	38,260	40,986	—	40,986	49,380	1	1	8
7,489	1	1	16,132	1,407	14,725	18,011	1,674	16,337	9
13,574	1	1	9,138	3,278	5,860	17,982	1	1	10
8,135	1,627	6,508	12,851	2,419	10,432	21,972	6,008	15,964	11
2,037	1	1	4,297	1,031	3,266	7,450	1,585	5,865	12
14,371	—	14,371	25,725	1	1	18,749	1	1	13
29,040	20,277	8,763	44,329	22,872	21,457	33,486	3,010	30,476	14
2,756	—	2,756	9,257	—	9,257	13,367	1	1	15
5,369	1,952	3,417	9,411	3,547	5,864	12,054	3,954	8,100	16
17,780	1	1	34,790	795	33,995	54,809	5,644	49,165	17
9,244	—	9,244	1,082	—	1,082	8,917	—	8,917	18
11,389	1	1	15,635	2,117	13,518	22,380	6,310	16,070	19
3,230	1	1	6,684	2,397	3,787	11,117	4,232	6,885	20
2,879	1	1	3,411	1	1	8,761	2,323	6,438	21
129,066	22,095	106,971	184,165	34,687	149,478	218,269	61,495	156,774	22



# PROPORTION OF INDEPENDENT, DEPARTMENT AND CHAIN STORE SALES TO TOTAL RETAIL SALES

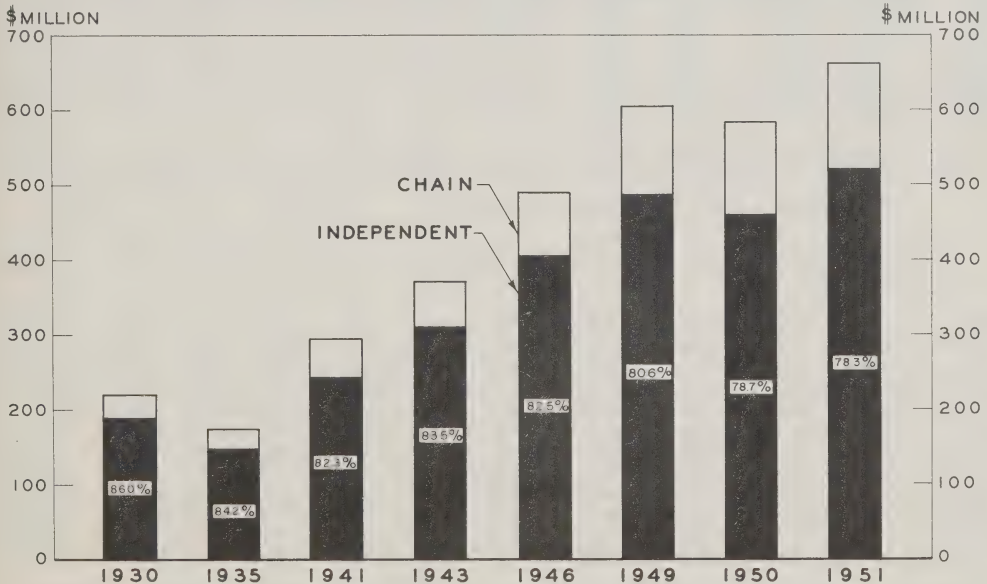


## CHAIN AND INDEPENDENT FOOD STORE SALES\*



\*INCLUDES GROCERY, GROCERY AND COMBINATION, AND MEAT STORES.

## CHAIN AND INDEPENDENT CLOTHING STORE SALES\*



\*INCLUDES FAMILY CLOTHING STORES, WOMAN'S CLOTHING STORES, MEN'S CLOTHING STORES, AND SHOE STORES.

**TABLE 6. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	542,320	580,740	707,383	99,770	104,550	120,486	13,580	13,500	14,861	30,520	29,210	31,589
February ...	513,700	584,460	703,212	97,660	104,730	121,163	12,920	13,180	14,194	28,910	28,510	31,453
March .....	633,810	708,240	850,002	107,070	116,740	143,143	13,860	14,220	16,658	34,100	33,270	37,138
April .....	740,270	753,670	875,652	114,510	117,770	130,505	15,560	15,170	15,484	39,370	34,730	38,111
May .....	725,080	818,370	933,343	109,050	118,710	142,486	14,550	14,740	16,251	42,630	42,380	47,255
June .....	745,580	850,920	947,094	115,270	129,840	155,382	14,560	15,530	17,282	41,530	42,660	47,422
July .....	728,180	825,110	874,863	117,760	124,350	141,974	14,150	14,390	15,016	44,160	44,090	47,044
August .....	706,630	841,080	904,987	109,400	122,400	147,268	13,960	14,890	16,113	44,070	44,990	48,057
September ..	751,620	866,180	889,777	114,440	127,440	148,631	14,930	16,130	16,797	43,510	44,060	46,693
October .....	764,280	830,440	907,045	114,720	119,900	144,410	15,690	15,950	17,575	44,270	41,950	47,960
November ...	722,370	831,840	911,420	109,040	121,930	149,243	14,610	15,870	17,139	40,280	41,800	46,299
December ...	854,060	976,350	1,012,548	128,240	142,250	164,644	17,680	18,470	19,550	45,590	46,770	51,651
Annual Total...	8,427,900	9,467,400	10,517,326	1,336,930	1,450,610	1,709,335	176,050	182,040	196,920	478,940	474,420	520,672
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	48,770	49,460	58,268	8,660	8,410	9,520	56,200	84,800	136,030	28,900	30,820	35,017
February ...	50,020	50,120	58,296	8,910	8,960	9,622	47,490	99,450	155,820	26,710	28,880	31,853
March .....	69,000	67,250	72,569	10,560	10,800	14,359	79,890	128,730	188,306	32,010	33,860	36,571
April .....	75,040	67,590	75,210	13,790	13,510	13,088	103,590	130,830	203,464	39,870	38,950	41,724
May .....	72,090	73,580	76,584	12,850	13,740	15,714	100,980	139,970	194,314	42,330	44,600	48,430
June .....	67,290	69,170	69,514	13,260	14,370	16,459	100,710	151,340	189,721	45,560	46,360	49,166
July .....	49,880	54,780	54,449	12,770	13,260	14,741	108,580	158,650	172,922	48,900	50,540	52,136
August .....	57,180	61,350	61,522	11,650	12,540	14,406	83,480	138,730	162,028	48,660	51,720	51,023
September ..	76,150	78,320	72,425	13,070	14,130	15,093	99,880	140,700	152,226	46,570	47,370	47,153
October .....	82,870	83,710	81,225	14,200	13,930	15,939	97,000	134,050	152,863	45,580	44,640	49,326
November ...	92,980	98,170	101,881	14,610	15,030	17,302	80,500	128,990	139,673	40,020	41,040	42,763
December ...	114,220	118,880	119,774	29,350	31,650	33,406	72,160	117,440	107,423	37,920	39,250	41,249
Annual Total ..	855,490	872,380	901,717	163,680	170,330	189,649	1,030,460	1,553,680	1,954,790	483,030	498,030	526,411
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	10,790	10,050	12,576	9,910	9,130	10,628	11,700	9,680	11,857	5,090	4,890	5,544
February .....	9,670	9,120	11,360	8,180	7,820	9,107	9,660	8,790	10,553	4,470	4,100	4,721
March .....	13,340	12,110	15,654	11,060	10,510	12,780	14,940	12,560	15,780	6,470	5,990	7,327
April .....	16,420	14,570	15,511	16,100	13,590	14,046	20,680	15,130	15,797	10,700	8,930	8,224
May .....	14,380	14,290	17,199	13,000	13,410	14,870	16,720	14,430	17,121	8,860	8,360	9,490
June .....	15,850	15,190	17,843	13,640	13,900	15,525	16,450	14,820	17,373	9,850	9,740	10,310
July .....	12,950	12,110	13,782	11,730	11,920	12,639	13,610	12,360	14,169	7,380	7,240	7,588
August .....	10,750	11,270	13,109	10,410	11,130	12,311	11,660	11,560	13,296	6,730	6,900	7,495
September ..	13,890	14,260	15,214	12,400	13,940	14,049	13,810	13,600	15,154	8,200	8,670	8,992
October .....	15,230	15,410	17,013	14,920	15,700	17,315	15,720	13,750	15,329	7,990	7,390	8,096
November ...	16,090	17,530	20,268	15,330	16,880	18,406	14,740	13,400	16,288	8,510	8,360	9,882
December ....	22,820	25,660	29,446	20,130	22,580	24,626	21,420	21,030	24,503	11,320	12,090	12,606
Annual Total	172,180	171,570	198,975	156,810	160,510	176,302	181,110	161,110	187,220	95,370	92,660	100,275



**TABLE 6. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	11,340	10,000	11,828	15,800	17,380	23,474	9,450	9,270	11,850	9,960	10,290	14,931
February .....	10,420	9,510	10,731	14,700	16,540	20,989	9,610	10,020	11,900	8,890	9,490	13,419
March .....	12,510	11,850	13,032	17,890	20,000	23,284	11,610	11,860	14,526	10,700	10,770	14,815
April .....	16,850	14,570	17,022	21,380	22,740	28,702	13,120	12,960	15,191	11,090	11,420	16,136
May .....	19,320	19,470	21,078	26,260	32,050	36,606	13,330	14,680	14,147	10,200	11,730	11,589
June .....	19,020	19,740	20,043	27,680	37,760	37,026	12,770	14,290	14,534	10,030	11,910	11,128
July .....	16,910	17,770	17,472	24,970	35,130	35,203	11,220	12,940	12,597	10,090	11,620	10,404
August .....	16,420	19,360	17,146	27,750	39,000	36,931	12,020	14,060	13,456	9,380	11,210	10,011
September .....	17,270	19,200	17,939	28,340	34,700	32,884	12,930	15,590	14,353	11,040	14,460	10,953
October .....	18,090	18,470	18,657	29,090	36,180	34,750	13,790	14,510	14,193	11,690	13,280	11,667
November .....	16,330	17,220	16,796	25,170	32,110	29,468	13,250	12,880	14,434	11,540	12,480	12,082
December .....	19,460	20,950	20,251	19,190	25,340	21,538	15,800	16,510	17,519	16,060	16,250	15,445
<b>Annual total .....</b>	<b>193,940</b>	<b>198,110</b>	<b>201,993</b>	<b>278,220</b>	<b>348,930</b>	<b>360,853</b>	<b>148,900</b>	<b>159,570</b>	<b>168,700</b>	<b>130,670</b>	<b>144,910</b>	<b>152,580</b>
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	23,180	23,440	26,833	17,630	19,000	21,575	15,750	15,860	17,720			
February .....	21,890	22,430	24,088	16,730	18,330	20,346	15,160	15,560	18,587			
March .....	24,780	24,920	28,859	15,720	18,390	17,002	16,800	16,920	19,377			
April .....	26,200	26,660	30,008	9,180	11,850	10,897	16,700	16,500	17,432			
May .....	26,980	28,500	32,072	9,960	10,570	10,722	16,080	16,640	18,432			
June .....	27,470	28,920	32,037	11,450	12,220	12,160	15,980	16,890	19,132			
July .....	30,640	32,050	36,115	10,630	12,680	12,893	15,340	16,200	17,749			
August .....	30,700	32,480	37,860	13,790	16,200	15,019	16,200	17,020	19,061			
September .....	29,460	31,340	34,598	19,570	18,950	17,570	16,500	17,790	19,179			
October .....	28,620	31,180	34,879	17,820	19,070	21,377	16,670	17,450	19,969			
November .....	25,830	29,140	31,471	18,090	17,940	22,760	15,710	16,960	18,817			
December .....	25,740	28,420	30,826	18,720	19,070	22,063	22,580	24,290	26,361			
<b>Annual total .....</b>	<b>321,490</b>	<b>339,480</b>	<b>379,646</b>	<b>179,290</b>	<b>194,270</b>	<b>204,384</b>	<b>199,670</b>	<b>208,080</b>	<b>231,816</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	3,820	4,100	4,826	6,360	6,080	6,408	105,140	110,820	121,562			
February .....	3,570	4,230	4,555	6,210	5,840	6,241	101,920	108,850	114,214			
March .....	4,930	4,960	5,725	6,720	6,230	6,975	119,850	136,300	146,122			
April .....	5,700	5,140	5,335	7,040	6,430	6,912	147,380	154,630	156,853			
May .....	5,070	5,530	5,629	6,900	6,720	7,350	143,740	174,270	176,004			
June .....	5,430	5,880	6,302	7,420	7,180	8,170	154,360	173,210	180,565			
July .....	5,050	5,440	5,504	6,770	6,250	6,785	154,490	171,340	173,681			
August .....	5,660	6,420	6,411	6,650	6,290	7,089	160,110	191,560	195,375			
September .....	5,710	7,360	6,148	6,780	6,570	7,403	147,170	181,600	176,323			
October .....	5,950	6,350	6,447	7,110	6,750	7,923	147,260	160,820	170,132			
November .....	6,480	6,430	7,401	7,050	6,850	7,964	136,210	160,830	171,083			
December .....	16,940	17,090	18,040	9,750	9,680	10,414	168,970	202,680	201,213			
<b>Annual total .....</b>	<b>74,310</b>	<b>78,930</b>	<b>82,323</b>	<b>84,760</b>	<b>80,870</b>	<b>89,634</b>	<b>1,686,600</b>	<b>1,926,910</b>	<b>1,983,127</b>			



**TABLE 6. Maritime Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1949, 1950 and 1951—Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	40,780	41,220	47,731	8,980	9,040	10,415	470	430	298	4,660	4,010	4,448
February .....	37,300	40,120	45,756	8,680	9,030	10,507	390	440	302	4,160	3,780	4,024
March .....	46,330	51,750	59,486	9,480	9,850	12,232	400	410	332	4,830	4,500	5,023
April .....	52,640	51,730	57,551	9,850	9,960	11,191	420	400	314	5,280	4,340	4,954
May .....	53,420	60,580	62,786	9,440	9,950	11,584	410	380	321	6,290	5,780	6,226
June .....	54,380	57,430	64,014	9,530	10,320	12,512	410	390	328	5,670	5,550	6,094
July .....	53,480	56,140	58,963	9,900	10,250	11,658	430	390	325	5,930	5,650	5,866
August .....	51,420	56,580	60,326	9,320	9,860	11,795	410	340	345	5,650	5,490	5,770
September .....	52,970	57,610	58,482	9,510	10,430	12,132	450	380	392	5,350	5,080	5,647
October .....	53,100	55,280	59,715	9,710	9,700	11,596	430	360	325	5,430	5,020	5,771
November .....	51,600	54,760	61,142	8,880	9,530	11,877	390	330	328	5,390	5,030	5,615
December .....	66,330	71,280	76,973	10,880	11,660	14,037	460	410	399	5,780	5,570	6,157
<b>Annual total .....</b>	<b>613,750</b>	<b>654,480</b>	<b>712,925</b>	<b>114,160</b>	<b>119,580</b>	<b>141,536</b>	<b>5,070</b>	<b>4,660</b>	<b>4,006</b>	<b>64,420</b>	<b>59,800</b>	<b>65,595</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	3,010	3,000	3,386	820	790	849	3,990	5,190	6,019	2,100	2,230	2,533
February .....	3,040	3,060	3,414	870	830	879	3,190	5,800	6,866	1,640	1,680	1,864
March .....	5,120	5,080	4,802	1,110	1,060	1,393	5,290	8,970	9,139	2,130	2,490	2,927
April .....	5,960	5,210	4,995	1,390	1,360	1,258	6,660	8,590	9,883	2,180	2,180	2,607
May .....	5,910	6,190	5,669	1,370	1,470	1,503	6,510	10,870	9,488	2,550	2,920	3,300
June .....	5,350	5,070	4,795	1,470	1,430	1,645	6,680	8,880	9,152	3,180	3,380	3,738
July .....	3,740	3,790	3,868	1,380	1,360	1,526	6,850	8,730	7,676	3,440	3,780	4,139
August .....	4,360	4,150	4,063	1,310	1,280	1,500	5,150	8,280	7,099	3,070	3,350	3,606
September .....	5,600	5,650	4,284	1,400	1,480	1,555	6,450	8,030	6,772	3,380	3,830	3,988
October .....	5,860	6,010	5,532	1,500	1,460	1,635	6,150	7,780	6,849	2,840	2,970	3,332
November .....	7,280	6,900	6,794	1,590	1,540	1,741	4,610	7,550	6,018	2,400	2,600	3,042
December .....	8,560	8,490	8,477	3,410	3,600	3,917	4,940	7,420	5,354	2,550	2,630	2,840
<b>Annual total .....</b>	<b>63,790</b>	<b>62,600</b>	<b>60,059</b>	<b>17,620</b>	<b>17,660</b>	<b>19,401</b>	<b>66,510</b>	<b>96,090</b>	<b>90,315</b>	<b>31,460</b>	<b>34,040</b>	<b>37,916</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	1,000	730	1,066	1,070	1,020	1,271	550	670	848	340	450	476
February .....	760	600	801	810	850	1,037	540	600	694	280	340	392
March .....	990	830	1,214	1,100	1,130	1,621	710	830	1,116	410	530	621
April .....	1,320	1,050	1,228	1,740	1,480	1,755	950	990	1,093	660	780	683
May .....	1,180	1,190	1,339	1,530	1,690	2,081	830	1,030	1,200	560	780	700
June .....	1,320	1,150	1,459	1,550	1,610	2,149	850	1,020	1,081	700	870	916
July .....	1,150	980	1,283	1,330	1,440	1,757	670	790	1,004	560	680	684
August .....	960	770	1,080	1,160	1,220	1,726	720	870	1,060	510	650	672
September .....	1,040	900	1,202	1,320	1,480	1,772	700	830	981	580	780	777
October .....	1,160	950	1,328	1,510	1,590	1,934	790	860	1,069	560	580	655
November .....	1,200	1,000	1,441	1,640	1,560	2,255	850	960	1,295	500	540	772
December .....	1,900	1,880	2,419	2,370	2,750	3,519	1,230	1,490	1,838	850	1,120	1,168
<b>Annual total .....</b>	<b>13,980</b>	<b>12,030</b>	<b>15,860</b>	<b>17,130</b>	<b>17,820</b>	<b>22,877</b>	<b>9,390</b>	<b>10,940</b>	<b>13,279</b>	<b>6,510</b>	<b>8,100</b>	<b>8,516</b>

**TABLE 6. Maritime Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1949, 1950 and 1951—Continued**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	650	570	639	400	380	514	490	420	816	860	590	739
February .....	560	500	541	360	360	645	480	410	631	820	640	719
March .....	640	620	717	380	400	566	630	690	1,094	980	890	1,227
April .....	930	840	915	460	410	614	790	790	1,134	1,050	740	922
May .....	1,070	1,180	1,020	590	680	945	900	980	1,140	1,020	780	740
June .....	1,090	1,060	997	650	750	731	880	640	1,077	930	940	1,036
July .....	1,030	1,080	945	550	700	566	620	600	897	990	680	669
August .....	980	1,050	911	730	770	683	640	600	960	930	710	742
September .....	1,010	1,060	926	690	750	651	730	710	1,120	1,110	790	687
October .....	1,040	1,060	999	600	790	725	730	820	1,110	1,060	880	892
November .....	1,010	980	986	580	660	630	730	600	1,072	960	820	844
December .....	1,210	1,240	1,180	500	680	505	1,120	980	1,965	1,680	1,320	1,313
<b>Annual Total .....</b>	<b>11,220</b>	<b>11,240</b>	<b>10,776</b>	<b>6,490</b>	<b>7,330</b>	<b>7,775</b>	<b>8,740</b>	<b>8,240</b>	<b>13,016</b>	<b>12,390</b>	<b>9,780</b>	<b>10,530</b>
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	880	990	998	1,230	1,180	1,287	1,220	1,330	1,347			
February .....	860	990	1,002	1,230	1,220	1,338	1,180	1,280	1,508			
March .....	1,050	1,120	1,405	1,180	1,470	1,163	1,300	1,360	1,554			
April .....	1,070	1,240	1,287	690	710	811	1,340	1,350	1,313			
May .....	1,090	1,270	1,402	640	670	734	1,220	1,350	1,373			
June .....	1,100	1,240	1,417	520	540	607	1,250	1,350	1,418			
July .....	1,310	1,480	1,602	600	640	576	1,320	1,400	1,425			
August .....	1,310	1,510	1,608	740	840	703	1,350	1,430	1,473			
September .....	1,170	1,330	1,327	1,020	1,170	892	1,270	1,430	1,424			
October .....	1,090	1,210	1,224	1,140	1,230	1,131	1,310	1,440	1,497			
November .....	1,070	1,130	1,196	1,380	1,170	1,523	1,250	1,340	1,385			
December .....	1,140	1,240	1,242	1,450	1,210	1,441	1,860	2,040	2,056			
<b>Annual Total .....</b>	<b>13,140</b>	<b>14,750</b>	<b>15,710</b>	<b>11,820</b>	<b>12,050</b>	<b>12,206</b>	<b>15,870</b>	<b>17,100</b>	<b>17,773</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	300	300	285	250	290	173	7,510	7,610	9,324			
February .....	280	310	252	280	260	177	6,890	7,140	8,163			
March .....	370	430	394	300	280	202	7,930	8,810	10,744			
April .....	420	350	301	300	230	165	9,180	8,730	10,128			
May .....	380	390	338	280	250	183	9,650	10,780	11,500			
June .....	490	460	387	270	220	155	10,490	10,560	12,320			
July .....	480	440	367	280	220	144	10,920	11,060	11,986			
August .....	580	580	450	330	270	179	11,170	12,560	13,904			
September .....	510	510	414	300	240	164	9,380	10,750	11,395			
October .....	440	430	405	280	220	159	9,470	9,920	11,547			
November .....	520	460	453	280	250	196	9,090	9,810	11,679			
December .....	1,550	1,440	1,251	470	460	265	12,420	13,650	15,630			
<b>Annual Total .....</b>	<b>6,320</b>	<b>6,100</b>	<b>5,297</b>	<b>3,620</b>	<b>3,190</b>	<b>2,162</b>	<b>114,100</b>	<b>121,380</b>	<b>138,320</b>			

**TABLE 6 Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	123,350	136,190	158,761	30,020	31,150	35,642	3,810	3,810	4,450	6,280	5,770	6,518
February .....	116,690	134,630	156,181	29,350	30,880	35,320	3,750	3,870	4,174	6,340	6,060	7,060
March .....	143,630	165,060	204,454	31,570	34,130	41,519	3,930	4,190	4,932	7,360	7,120	8,610
April .....	170,660	181,360	207,457	34,020	34,510	37,378	4,580	4,540	4,899	7,980	7,650	9,025
May .....	166,850	194,760	223,972	33,030	35,170	42,366	4,380	4,360	5,131	10,470	10,200	11,456
June .....	169,690	200,440	223,816	35,180	38,620	45,290	4,280	4,570	5,340	8,920	9,070	10,278
July .....	160,770	191,950	205,120	35,110	37,240	42,130	3,940	4,240	4,693	9,250	9,160	10,141
August .....	151,820	187,250	209,633	32,130	35,350	43,347	3,920	4,340	4,803	8,770	9,310	10,662
September .....	165,880	199,320	209,602	34,300	37,770	42,906	4,200	4,420	5,005	8,510	8,730	10,491
October .....	168,610	190,590	214,631	34,280	34,920	43,002	4,240	4,260	5,098	9,180	9,110	10,549
November .....	165,060	199,220	221,223	32,270	35,620	43,497	4,110	4,500	5,050	8,890	8,810	10,289
December .....	187,510	224,380	231,212	38,050	40,750	47,996	4,980	5,140	5,753	9,380	9,770	10,955
<b>Annual Total ...</b>	<b>1,890,720</b>	<b>2,205,150</b>	<b>2,466,062</b>	<b>399,310</b>	<b>426,110</b>	<b>500,393</b>	<b>50,120</b>	<b>52,240</b>	<b>59,328</b>	<b>101,330</b>	<b>100,760</b>	<b>116,034</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	7,940	7,820	9,088	2,690	2,520	2,847	9,990	18,250	23,901	6,140	6,760	7,006
February .....	7,660	8,020	9,060	2,620	2,510	2,750	7,760	18,900	24,820	5,580	6,400	6,458
March .....	10,870	11,090	12,555	3,040	3,160	4,421	15,500	26,860	40,748	6,420	7,140	6,988
April .....	12,180	11,270	12,338	4,280	4,090	3,993	21,530	29,500	46,767	8,540	8,960	8,417
May .....	11,860	12,570	13,452	4,050	4,300	5,076	19,090	30,730	44,577	9,080	9,740	9,253
June .....	11,100	11,360	11,300	4,120	4,430	5,175	19,820	33,190	44,516	9,480	10,110	9,295
July .....	7,100	7,850	8,091	3,660	3,860	4,263	21,980	36,900	43,246	10,210	11,430	10,045
August .....	8,980	9,500	9,685	3,400	3,660	4,341	15,180	30,270	41,074	9,920	10,940	9,471
September .....	12,200	13,290	12,138	3,850	4,300	4,579	19,640	30,200	37,899	9,910	10,250	9,025
October .....	12,520	12,860	12,783	4,180	4,120	4,750	19,130	28,160	36,061	9,580	10,340	9,100
November .....	14,910	14,760	16,216	4,080	4,320	4,824	15,180	30,070	31,261	9,040	9,600	9,204
December .....	17,900	19,230	18,919	7,660	8,590	8,831	10,910	23,430	19,806	8,290	9,530	8,872
<b>Annual Total ...</b>	<b>135,220</b>	<b>139,620</b>	<b>145,625</b>	<b>47,630</b>	<b>49,860</b>	<b>55,850</b>	<b>195,710</b>	<b>336,460</b>	<b>434,676</b>	<b>102,190</b>	<b>111,200</b>	<b>103,134</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	2,890	2,300	2,590	2,860	2,620	2,891	2,700	2,410	2,573	1,350	1,210	1,377
February .....	2,300	1,970	2,152	2,630	2,400	2,660	2,560	2,490	3,040	1,170	980	1,353
March .....	3,400	2,860	3,947	3,640	3,680	4,451	4,360	3,880	4,604	1,890	1,830	2,233
April .....	4,520	3,840	3,561	5,400	4,770	4,456	6,460	5,040	4,588	3,620	2,860	2,702
May .....	3,880	3,730	4,121	4,240	4,520	4,853	4,970	4,700	5,050	2,820	2,800	3,324
June .....	4,110	3,740	3,648	4,580	4,570	4,784	5,290	4,800	5,350	3,210	3,080	3,314
July .....	2,850	2,540	2,626	3,720	3,630	3,829	3,710	3,540	3,551	1,950	1,910	2,176
August .....	2,460	2,440	2,249	3,140	3,170	3,469	2,890	3,000	3,350	1,790	1,780	2,150
September .....	3,040	3,140	2,816	3,720	4,100	3,768	3,320	3,620	3,763	2,280	2,430	2,641
October .....	3,480	3,360	3,205	4,770	4,970	5,352	4,030	3,740	3,598	2,200	2,990	2,237
November .....	3,970	3,790	4,055	5,130	5,180	5,603	4,110	3,720	4,042	2,870	2,430	3,016
December .....	4,680	4,960	4,469	6,050	6,980	7,027	5,470	5,750	6,048	3,370	3,900	3,820
<b>Annual Total ...</b>	<b>41,580</b>	<b>38,670</b>	<b>39,439</b>	<b>49,880</b>	<b>50,590</b>	<b>53,143</b>	<b>49,870</b>	<b>46,690</b>	<b>49,557</b>	<b>28,520</b>	<b>27,110</b>	<b>30,343</b>



**TABLE 6. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	2,680	2,380	2,966	1,790	1,760	2,905	2,480	2,490	3,301	2,510	2,390	3,342
February .....	2,240	2,080	2,626	1,580	1,570	2,757	2,440	2,850	3,676	2,220	2,230	2,879
March .....	2,650	2,570	3,277	2,090	1,990	3,255	3,070	3,370	4,689	3,060	2,540	3,641
April .....	3,630	3,110	4,089	2,640	2,460	3,713	3,690	3,940	4,828	2,950	2,900	4,227
May .....	4,680	4,620	5,337	3,370	4,300	5,100	3,830	4,760	4,811	2,760	3,300	3,001
June .....	4,380	4,800	4,944	3,370	4,630	4,924	3,800	4,690	5,229	2,530	3,500	2,506
July .....	3,670	4,220	4,057	3,150	4,520	4,936	3,280	3,970	4,175	2,680	3,260	2,620
August .....	3,490	4,450	4,199	3,380	4,580	4,681	3,460	4,500	4,478	2,620	2,910	2,461
September .....	3,790	4,270	4,349	3,050	4,040	3,940	3,830	5,120	4,744	2,670	4,130	2,647
October .....	4,040	4,340	4,553	3,140	4,230	4,496	3,740	4,160	4,504	2,520	3,260	2,905
November .....	3,560	4,060	4,070	2,730	3,450	3,554	3,400	4,090	4,699	2,830	3,140	2,647
December .....	3,590	4,540	3,961	2,160	2,660	2,552	3,890	4,840	4,996	3,200	3,450	3,016
<b>Annual Total .....</b>	<b>42,400</b>	<b>45,440</b>	<b>48,428</b>	<b>32,450</b>	<b>40,190</b>	<b>46,813</b>	<b>40,910</b>	<b>48,780</b>	<b>54,130</b>	<b>32,550</b>	<b>37,010</b>	<b>35,892</b>
Restaurants				Coal & Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	4,960	4,990	5,579	3,890	4,490	5,711	3,140	3,420	3,997			
February .....	4,720	4,700	4,745	3,880	4,610	5,744	3,050	3,250	4,268			
March .....	4,840	4,870	5,583	3,670	4,430	4,644	3,420	3,520	4,206			
April .....	5,200	5,280	6,004	2,080	2,630	2,943	3,140	3,370	3,843			
May .....	5,230	5,360	6,058	2,300	2,640	2,802	3,130	3,440	4,030			
June .....	5,350	5,520	6,072	2,570	2,790	2,923	3,050	3,360	3,894			
July .....	4,690	5,370	6,410	2,710	2,890	3,118	3,100	3,370	3,825			
August .....	5,690	6,200	7,175	3,060	3,560	3,957	3,000	3,300	3,866			
September .....	5,420	6,170	6,900	4,530	4,600	4,595	3,090	3,420	3,871			
October .....	5,530	6,930	7,755	3,900	4,530	5,927	3,350	3,520	4,097			
November .....	5,090	6,740	7,574	4,150	4,210	6,404	2,980	3,380	4,027			
December .....	5,240	6,270	6,885	4,580	4,850	6,616	4,090	4,580	5,243			
<b>Annual Total .....</b>	<b>61,960</b>	<b>68,400</b>	<b>76,740</b>	<b>41,320</b>	<b>46,230</b>	<b>55,384</b>	<b>38,540</b>	<b>41,930</b>	<b>49,167</b>			
Jewellery Stores				Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	1,070	1,100	1,157	1,680	1,590	1,595	22,480	26,960	29,325			
February .....	1,020	1,150	1,082	1,650	1,560	1,620	22,170	26,150	27,937			
March .....	1,300	1,420	1,650	1,820	1,800	1,855	25,730	32,610	36,646			
April .....	1,780	1,640	1,295	1,870	1,730	1,729	30,570	37,270	36,662			
May .....	1,370	1,470	1,403	1,970	1,840	1,874	30,340	40,210	40,897			
June .....	1,430	1,540	1,620	1,930	1,750	1,852	31,390	40,320	41,562			
July .....	1,170	1,310	1,345	1,770	1,580	1,571	31,070	39,160	38,272			
August .....	1,250	1,590	1,530	1,650	1,490	1,572	31,640	40,910	41,113			
September .....	1,370	2,000	1,545	1,810	1,690	1,852	31,350	41,630	40,128			
October .....	1,400	1,540	1,552	1,910	1,670	1,837	31,490	38,580	41,270			
November .....	1,560	1,520	1,624	1,820	1,590	1,694	32,380	44,330	47,873			
December .....	4,400	4,300	4,332	2,530	2,300	2,427	37,090	48,560	48,688			
<b>Annual Total .....</b>	<b>19,120</b>	<b>20,580</b>	<b>20,135</b>	<b>22,410</b>	<b>20,590</b>	<b>21,478</b>	<b>357,700</b>	<b>456,690</b>	<b>470,373</b>			



**TABLE 6. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1949, 1950 and 1951 - Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January.....	213,300	234,690	287,709	39,260	40,960	47,886	4,780	4,900	5,176	6,180	5,900	6,211
February.....	206,730	235,290	284,405	38,810	41,330	48,668	4,470	4,740	4,887	5,750	5,750	6,308
March.....	243,500	269,550	340,404	42,900	46,470	58,286	4,730	5,000	5,821	6,690	6,410	6,858
April.....	278,550	289,070	331,659	45,740	46,890	52,451	5,270	5,410	5,177	7,700	7,080	6,746
May.....	273,390	314,490	352,041	42,640	46,670	56,702	4,790	5,070	5,455	8,000	8,330	8,500
June.....	287,680	330,420	362,439	45,410	51,520	62,758	4,750	5,370	5,876	8,600	8,580	8,924
July.....	276,990	310,010	330,692	47,060	48,630	56,188	4,730	5,000	4,966	9,870	9,940	9,538
August.....	261,390	308,310	336,553	43,130	48,890	58,867	4,440	4,980	5,350	9,210	9,530	9,721
September.....	283,140	330,910	334,336	44,890	50,950	59,868	4,990	5,650	5,778	7,960	8,050	8,064
October.....	287,300	315,580	342,007	44,970	47,740	56,718	5,430	5,640	5,989	7,830	7,620	7,993
November.....	278,010	316,370	342,563	43,280	49,060	60,105	5,050	5,440	5,769	7,670	7,700	8,019
December.....	344,560	389,220	393,013	51,190	57,910	65,355	6,070	6,560	6,516	8,750	8,960	9,130
<b>Annual Total....</b>	<b>3,234,540</b>	<b>3,643,910</b>	<b>4,037,821</b>	<b>529,280</b>	<b>577,020</b>	<b>683,852</b>	<b>59,500</b>	<b>63,760</b>	<b>66,760</b>	<b>94,210</b>	<b>93,850</b>	<b>96,012</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January.....	18,330	18,830	22,329	3,860	3,990	4,505	23,750	35,840	56,880	12,830	14,450	16,302
February.....	20,090	19,330	21,666	4,050	4,260	4,528	20,050	41,820	67,367	12,120	13,650	14,935
March.....	25,600	24,330	26,590	4,770	4,990	6,643	31,160	45,460	78,146	13,460	15,560	16,874
April.....	27,610	25,120	27,837	6,060	6,160	5,939	37,940	46,920	73,559	16,240	17,610	18,724
May.....	27,410	28,480	28,250	5,560	6,140	6,990	38,250	51,450	70,107	17,260	19,900	20,993
June.....	25,470	26,150	25,055	5,740	6,550	7,286	40,080	55,190	67,796	18,270	20,300	21,114
July.....	17,200	19,610	19,006	5,750	6,180	6,752	38,980	51,700	59,544	19,500	20,610	21,814
August.....	20,970	22,390	21,451	5,130	5,740	6,409	30,160	43,270	55,170	18,410	19,850	20,496
September.....	27,920	29,120	26,293	5,920	6,470	6,852	37,580	49,880	50,932	17,260	18,990	19,581
October.....	29,620	29,860	29,079	6,330	6,330	7,235	36,190	47,650	52,204	18,420	18,030	21,057
November.....	37,060	37,580	38,523	6,710	6,950	8,074	29,730	45,830	47,533	16,740	17,180	18,323
December.....	42,960	44,290	43,583	13,950	14,850	15,484	30,760	44,200	39,497	16,150	16,550	17,779
<b>Annual Total....</b>	<b>320,240</b>	<b>325,090</b>	<b>329,662</b>	<b>73,830</b>	<b>78,610</b>	<b>86,697</b>	<b>394,630</b>	<b>559,210</b>	<b>718,735</b>	<b>196,660</b>	<b>212,680</b>	<b>227,992</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January.....	4,380	4,440	5,447	3,380	3,090	3,629	4,800	3,550	5,127	2,460	2,340	2,641
February.....	4,560	4,480	5,631	2,640	2,560	2,980	3,820	2,870	3,988	2,250	1,980	2,171
March.....	6,070	5,980	7,247	3,500	3,400	3,990	5,300	3,860	6,305	2,950	2,540	3,345
April.....	7,060	6,650	6,971	4,790	4,080	4,091	7,550	4,740	6,043	4,670	3,800	3,446
May.....	6,130	6,520	7,905	3,720	4,100	4,158	6,030	4,450	6,403	3,680	3,340	3,923
June.....	7,080	7,030	8,414	4,150	4,240	4,595	6,130	4,660	6,570	4,370	4,140	4,438
July.....	5,640	5,690	6,341	3,600	3,650	3,755	5,230	4,120	5,647	3,410	3,290	3,372
August.....	4,440	5,030	6,088	3,240	3,650	3,761	4,340	3,790	5,120	3,130	3,180	3,318
September.....	6,260	6,840	7,148	3,990	4,490	4,378	5,580	4,910	6,354	3,830	4,000	4,078
October.....	6,320	7,180	7,791	4,380	4,530	4,740	5,910	4,720	6,259	3,690	3,380	3,686
November.....	7,150	8,130	9,288	5,030	5,420	5,388	5,650	4,590	6,501	3,890	4,110	4,663
December.....	10,680	12,840	15,031	6,680	7,500	7,675	8,730	7,890	10,261	5,330	5,420	5,752
<b>Annual Total....</b>	<b>75,770</b>	<b>80,810</b>	<b>93,302</b>	<b>49,100</b>	<b>50,710</b>	<b>53,140</b>	<b>69,070</b>	<b>54,150</b>	<b>74,578</b>	<b>43,660</b>	<b>41,520</b>	<b>44,833</b>

TABLE 6. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	4, 220	3, 630	4, 578	7, 000	8, 880	11, 568	4, 420	4, 690	5, 703	4, 470	5, 220	7, 949
February .....	3, 660	3, 260	3, 748	6, 840	7, 860	9, 618	4, 710	4, 680	5, 287	3, 840	4, 560	6, 941
March .....	4, 120	3, 890	4, 911	7, 530	8, 820	11, 521	5, 370	5, 350	6, 463	4, 310	4, 960	7, 147
April .....	5, 600	4, 880	5, 948	8, 850	10, 620	13, 649	5, 850	5, 730	6, 536	4, 670	5, 250	7, 563
May .....	6, 830	7, 170	7, 589	10, 170	15, 110	16, 786	6, 010	6, 450	5, 912	4, 320	5, 430	5, 375
June .....	6, 690	6, 880	7, 362	10, 300	17, 230	16, 411	5, 470	6, 310	5, 967	4, 470	5, 130	5, 256
July .....	6, 090	6, 100	6, 592	9, 080	15, 250	15, 095	4, 920	5, 720	5, 353	4, 390	5, 200	4, 964
August .....	5, 280	5, 620	5, 637	10, 520	16, 450	15, 559	5, 230	5, 880	5, 630	3, 810	4, 900	4, 720
September .....	5, 510	5, 900	5, 945	10, 670	15, 110	14, 205	5, 600	6, 600	6, 298	4, 690	6, 280	5, 239
October .....	5, 820	6, 110	6, 410	10, 940	15, 860	16, 079	6, 140	6, 440	6, 187	5, 270	5, 710	5, 012
November .....	5, 450	5, 430	5, 854	9, 830	14, 840	13, 139	6, 030	5, 560	5, 879	4, 910	5, 390	5, 585
December .....	6, 840	6, 690	7, 004	8, 260	12, 840	9, 938	7, 460	7, 310	7, 368	7, 770	8, 010	7, 772
Annual Total .....	66, 110	65, 620	71, 578	109, 950	158, 870	163, 568	67, 210	70, 720	72, 583	56, 920	66, 040	73, 523
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	9, 070	9, 430	11, 154	8, 610	8, 870	10, 760	7, 160	6, 800	7, 577			
February .....	8, 930	8, 960	10, 071	7, 850	8, 920	10, 249	6, 840	6, 610	7, 742			
March .....	9, 820	9, 860	12, 313	8, 140	9, 410	8, 193	7, 500	7, 300	8, 401			
April .....	10, 110	10, 570	11, 876	4, 850	6, 450	5, 372	7, 540	7, 130	7, 459			
May .....	10, 700	11, 750	13, 159	5, 560	5, 580	5, 717	7, 260	7, 090	7, 923			
June .....	10, 990	12, 020	12, 946	6, 770	7, 360	7, 149	7, 320	7, 410	8, 590			
July .....	13, 170	13, 570	15, 059	5, 950	7, 650	7, 655	6, 710	6, 770	7, 518			
August .....	12, 720	13, 450	15, 495	8, 090	9, 390	8, 348	7, 360	7, 560	8, 593			
September .....	11, 830	12, 700	14, 133	10, 920	10, 170	9, 054	7, 510	7, 930	8, 719			
October .....	11, 410	12, 570	14, 157	9, 280	9, 470	10, 735	7, 410	7, 570	8, 864			
November .....	10, 270	11, 430	11, 918	9, 490	8, 460	10, 798	7, 050	7, 480	8, 190			
December .....	9, 990	11, 020	11, 343	9, 090	8, 930	10, 054	10, 390	10, 830	11, 674			
Annual Total .....	129, 010	137, 330	153, 624	94, 600	100, 660	104, 084	90, 050	90, 480	101, 250			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	1, 420	1, 620	2, 002	3, 290	3, 090	3, 419	39, 630	44, 170	46, 866			
February .....	1, 370	1, 610	1, 830	3, 170	2, 900	3, 237	40, 910	43, 160	42, 553			
March .....	1, 970	1, 810	2, 077	3, 430	3, 050	3, 526	44, 180	51, 100	55, 747			
April .....	2, 060	1, 790	2, 076	3, 640	3, 280	3, 719	54, 750	58, 910	56, 477			
May .....	1, 950	2, 120	2, 156	3, 490	3, 460	3, 966	53, 630	65, 880	64, 072			
June .....	2, 000	2, 210	2, 380	4, 040	4, 020	4, 827	59, 580	68, 120	68, 725			
July .....	1, 880	2, 070	2, 030	3, 510	3, 290	3, 789	60, 320	65, 910	65, 714			
August .....	2, 170	2, 450	2, 450	3, 490	3, 360	4, 017	56, 120	68, 950	70, 353			
September .....	2, 270	2, 840	2, 340	3, 480	3, 460	4, 056	54, 480	70, 570	65, 021			
October .....	2, 560	2, 720	2, 600	3, 710	3, 680	4, 546	55, 670	62, 770	64, 666			
November .....	2, 550	2, 620	3, 005	3, 760	3, 850	4, 737	50, 710	59, 320	61, 272			
December .....	6, 410	6, 620	6, 515	5, 060	5, 200	5, 760	72, 040	84, 800	79, 522			
Annual Total .....	28, 610	30, 480	31, 461	44, 070	42, 640	49, 599	642, 020	743, 660	740, 988			

**TABLE 6. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	32,430	35,550	43,549	4,180	4,310	5,014	460	410	433	2,180	2,420	2,666
February .....	31,600	35,460	42,998	4,080	4,340	5,084	450	410	425	2,020	2,350	2,419
March .....	39,380	42,630	50,502	4,560	4,850	5,957	480	460	466	2,360	2,650	2,831
April .....	48,850	46,310	57,220	5,000	5,020	5,615	650	560	521	2,910	2,650	3,100
May .....	47,150	45,080	58,108	4,780	5,030	6,227	710	600	604	2,920	3,100	3,862
June .....	48,270	51,990	57,466	5,020	5,480	6,573	760	720	678	3,030	3,340	3,903
July .....	49,390	55,720	56,433	5,110	5,290	5,968	740	620	602	3,080	3,340	3,668
August .....	47,680	56,830	54,212	4,930	5,280	6,260	810	690	616	3,360	3,540	3,857
September .....	53,370	55,780	54,341	5,120	5,440	6,450	810	800	676	3,630	3,400	3,586
October .....	52,970	58,360	58,533	5,090	5,300	6,198	820	760	749	3,230	3,600	3,989
November .....	50,190	59,770	60,680	4,800	5,360	6,110	630	640	630	2,970	3,810	3,876
December .....	55,000	62,770	62,275	5,410	6,180	6,695	680	600	527	3,330	4,090	4,381
<b>Annual Total .....</b>	<b>556,280</b>	<b>606,250</b>	<b>656,317</b>	<b>58,080</b>	<b>61,880</b>	<b>72,151</b>	<b>8,000</b>	<b>7,270</b>	<b>6,927</b>	<b>35,020</b>	<b>38,290</b>	<b>42,138</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	7,460	7,730	8,884	220	200	230	3,030	4,700	8,868	1,350	1,610	1,630
February .....	7,440	7,390	9,113	220	220	238	3,430	6,110	9,209	1,170	1,310	1,335
March .....	9,790	9,820	10,803	280	270	334	5,020	7,570	10,498	1,710	1,590	1,833
April .....	10,960	9,710	11,442	390	330	333	6,980	8,360	13,099	2,410	2,140	2,584
May .....	10,120	9,260	10,832	350	300	391	7,160	7,370	11,366	2,370	1,940	2,543
June .....	9,590	10,050	10,486	380	350	407	6,870	9,130	10,265	2,600	2,800	3,039
July .....	8,020	9,010	8,910	350	330	376	10,590	14,300	13,498	2,740	2,600	2,675
August .....	8,340	9,690	9,579	300	320	361	6,640	10,740	9,551	3,090	3,460	3,091
September .....	11,370	11,260	10,989	370	330	364	7,110	8,450	8,562	3,380	3,000	2,736
October .....	12,980	12,880	12,511	400	360	414	6,820	9,750	9,894	2,500	2,910	2,761
November .....	13,590	15,750	15,780	420	420	467	6,240	8,160	9,105	2,410	2,960	2,575
December .....	16,460	17,860	17,787	760	790	861	5,190	7,300	6,539	2,000	1,980	1,941
<b>Annual Total .....</b>	<b>126,120</b>	<b>130,410</b>	<b>137,116</b>	<b>4,440</b>	<b>4,226</b>	<b>4,776</b>	<b>75,130</b>	<b>101,940</b>	<b>120,454</b>	<b>27,730</b>	<b>28,300</b>	<b>28,743</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	470	450	612	390	360	416	420	400	430	140	120	165
February .....	340	330	446	310	320	323	340	320	398	110	110	129
March .....	440	410	518	370	340	382	500	410	537	190	160	180
April .....	620	530	590	630	430	486	760	530	589	370	270	258
May .....	480	380	558	500	410	560	630	410	612	310	230	287
June .....	560	460	646	510	480	549	630	590	678	330	340	316
July .....	690	660	727	470	450	477	500	490	568	250	240	238
August .....	700	700	775	410	430	460	420	500	484	200	220	220
September .....	730	590	709	590	510	566	580	520	577	280	250	261
October .....	790	730	758	730	600	600	650	550	563	260	260	243
November .....	1,000	1,180	1,242	670	840	789	550	540	629	230	250	240
December .....	1,010	1,110	1,161	770	850	840	660	690	783	260	240	262
<b>Annual Total .....</b>	<b>7,830</b>	<b>7,530</b>	<b>8,742</b>	<b>6,350</b>	<b>6,020</b>	<b>6,448</b>	<b>6,640</b>	<b>5,950</b>	<b>6,848</b>	<b>2,930</b>	<b>2,690</b>	<b>2,799</b>

TABLE 6. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 Continued  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	550	540	620	1,710	1,780	2,314	240	220	249	320	370	592
February .....	570	610	784	1,490	1,540	1,968	250	270	335	320	390	549
March .....	710	660	720	1,770	1,910	1,963	270	310	316	410	430	614
April .....	1,010	880	1,107	2,150	1,950	2,724	340	290	360	430	440	573
May .....	1,070	890	1,140	3,100	2,390	3,968	360	280	325	300	320	430
June .....	1,150	1,090	1,216	3,720	3,870	4,050	350	360	298	290	400	398
July .....	1,060	1,050	1,098	3,190	4,130	3,751	290	380	298	270	450	339
August .....	930	1,150	974	3,200	4,690	3,401	360	420	268	340	500	303
September .....	1,160	1,230	1,072	3,880	4,340	3,288	340	340	210	400	580	423
October .....	1,250	1,210	1,140	3,560	4,150	3,370	340	360	254	440	580	412
November .....	1,090	1,140	1,114	3,020	3,800	2,869	330	350	289	440	470	506
December .....	1,340	1,540	1,383	2,130	2,720	2,178	450	490	389	560	610	662
Annual Total .....	11,890	11,990	12,368	32,920	37,270	35,844	3,920	4,070	3,591	4,520	5,540	5,801
Restaurants				Coal & Wood Dealers				Drug Stores				
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	1,640	1,740	1,780	1,550	1,800	1,614	950	950	1,046			
February .....	1,590	1,660	1,596	1,570	1,410	1,255	940	1,120	1,278			
March .....	1,930	1,950	1,937	1,190	1,170	1,306	1,040	1,050	1,171			
April .....	2,210	2,200	2,090	630	890	805	1,110	1,060	1,078			
May .....	2,200	2,370	2,478	570	560	630	1,070	1,130	1,168			
June .....	2,190	2,230	2,266	640	520	683	1,070	1,080	1,161			
July .....	2,170	2,390	2,352	630	580	616	1,090	1,080	1,107			
August .....	1,930	2,220	2,239	720	970	744	1,140	1,130	1,212			
September .....	2,330	2,430	2,305	1,390	1,370	1,249	1,130	1,150	1,139			
October .....	2,470	2,670	2,589	1,410	1,650	1,498	1,110	1,130	1,167			
November .....	2,080	2,390	2,310	1,210	1,590	1,578	1,030	1,120	1,108			
December .....	2,130	2,240	2,251	1,430	1,720	1,489	1,490	1,580	1,587			
Annual Total .....	24,870	26,490	26,193	12,940	14,230	13,467	13,170	13,580	14,222			
Jewellery Stores				Tobacco Stores				All Other Trades				
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	250	220	244	90	90	92	4,780	5,130	5,650			
February .....	230	230	232	90	100	92	4,640	4,920	5,790			
March .....	340	290	296	100	100	108	5,920	6,230	7,732			
April .....	350	290	279	110	110	111	8,830	7,670	9,476			
May .....	320	270	313	100	100	109	7,730	7,740	9,705			
June .....	380	330	332	110	100	116	8,090	8,270	9,406			
July .....	330	300	284	100	90	100	7,720	7,940	8,781			
August .....	350	330	317	100	100	109	9,410	9,750	9,391			
September .....	390	420	334	110	100	110	8,270	9,270	8,735			
October .....	420	360	339	110	100	117	7,590	8,450	8,967			
November .....	450	400	429	110	100	110	6,920	8,500	8,924			
December .....	1,040	950	1,000	160	160	170	7,740	9,070	9,389			
Annual Total .....	4,850	4,390	4,399	1,290	1,250	1,344	87,640	92,940	101,946			



**TABLE 6. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	26,620	27,500	30,946	3,100	3,220	3,706	520	490	531	4,940	4,550	4,804
February .....	25,340	25,990	31,383	3,120	3,320	3,910	500	470	545	4,420	4,090	4,493
March .....	34,110	38,590	34,995	3,490	3,740	4,472	600	560	663	5,560	5,260	5,660
April .....	48,440	42,480	50,774	3,910	3,940	4,375	710	630	638	7,320	5,660	5,970
May .....	45,620	51,490	65,334	4,000	4,180	5,088	720	680	782	6,910	6,650	7,912
June .....	46,990	49,500	59,160	4,070	4,710	5,728	760	730	876	7,030	7,090	7,928
July .....	46,130	48,700	57,860	4,310	4,450	5,453	700	650	772	7,230	6,860	7,542
August .....	54,200	61,890	67,234	4,120	4,560	5,567	740	700	810	8,010	7,570	7,714
September .....	53,890	56,270	60,054	4,490	4,780	5,674	840	900	878	8,980	8,720	8,621
October .....	54,260	52,620	62,440	4,310	4,340	5,434	800	830	928	9,190	7,620	9,119
November .....	41,300	47,250	55,711	3,920	4,280	5,598	740	810	833	7,030	7,110	7,939
December .....	42,560	46,620	56,039	4,400	4,910	5,913	670	770	824	8,570	8,120	9,095
<b>Annual Total .....</b>	<b>519,460</b>	<b>548,900</b>	<b>631,930</b>	<b>47,240</b>	<b>50,430</b>	<b>60,918</b>	<b>8,300</b>	<b>8,220</b>	<b>9,080</b>	<b>85,190</b>	<b>79,300</b>	<b>86,797</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	2,330	2,400	2,538	240	210	240	2,800	4,400	5,535	1,250	1,270	1,263
February .....	2,250	2,190	2,715	270	270	276	2,270	4,450	5,808	1,180	840	1,164
March .....	3,810	3,780	3,205	310	310	321	4,730	9,810	7,172	1,680	1,270	1,071
April .....	4,300	3,220	3,822	410	360	349	7,520	9,390	13,863	3,500	2,010	2,037
May .....	3,570	3,390	4,041	370	360	415	6,490	10,700	16,157	3,620	3,170	4,312
June .....	3,360	3,200	3,698	380	380	455	5,840	10,520	13,789	4,300	3,210	3,539
July .....	2,490	2,390	2,641	400	360	428	6,300	10,650	12,504	4,530	3,890	4,481
August .....	2,570	2,670	3,119	360	380	428	6,820	11,870	12,819	6,000	5,660	5,667
September .....	4,770	3,700	3,536	380	350	387	7,060	11,030	11,663	5,170	4,240	4,511
October .....	5,200	4,910	4,872	470	410	452	6,000	9,620	11,930	4,610	3,640	4,759
November .....	4,410	5,160	5,196	470	440	554	4,670	8,650	10,595	2,760	2,510	2,987
December .....	5,740	5,510	6,011	800	820	1,004	3,380	6,490	7,978	2,280	1,850	2,469
<b>Annual Total .....</b>	<b>44,800</b>	<b>42,520</b>	<b>45,394</b>	<b>4,860</b>	<b>4,650</b>	<b>5,309</b>	<b>63,880</b>	<b>107,580</b>	<b>129,813</b>	<b>40,880</b>	<b>33,560</b>	<b>38,260</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	310	310	510	610	620	692	510	450	532	100	80	83
February .....	230	250	422	510	480	640	460	460	495	90	90	99
March .....	310	340	464	770	580	630	610	610	516	110	110	110
April .....	500	420	607	1,130	740	780	970	730	697	200	150	155
May .....	440	410	636	1,090	780	1,036	690	690	722	170	160	212
June .....	460	460	642	940	870	1,071	580	640	638	190	180	216
July .....	330	320	417	710	690	750	510	510	565	170	150	188
August .....	280	420	448	620	590	695	580	710	665	130	130	161
September .....	480	550	624	890	1,110	1,295	640	720	687	180	150	159
October .....	600	720	754	1,430	1,760	2,165	890	780	904	190	170	192
November .....	510	750	872	1,040	1,580	1,944	610	630	816	140	160	217
December .....	670	910	1,093	1,340	1,270	1,876	720	710	898	180	160	245
<b>Annual Total .....</b>	<b>5,120</b>	<b>5,860</b>	<b>7,489</b>	<b>11,080</b>	<b>11,070</b>	<b>13,574</b>	<b>7,770</b>	<b>7,640</b>	<b>8,135</b>	<b>1,850</b>	<b>1,690</b>	<b>2,037</b>

**TABLE 6. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	670	580	564	1,360	1,460	1,351	180	130	143	150	180	292
February .....	870	590	508	1,320	1,410	1,474	170	150	173	260	170	406
March .....	1,040	810	597	1,370	1,510	1,186	220	230	181	290	320	296
April .....	1,550	1,030	1,025	1,900	1,670	1,603	290	220	255	430	400	648
May .....	1,400	1,330	1,759	2,840	2,670	2,552	230	180	187	270	170	396
June .....	1,580	1,520	1,375	3,090	3,260	3,057	260	220	255	370	300	509
July .....	1,380	1,160	1,250	3,190	3,240	3,448	230	200	223	390	290	458
August .....	1,440	2,090	1,489	3,120	4,140	3,898	250	260	194	260	440	606
September .....	1,480	1,430	1,488	3,370	3,130	3,215	290	280	206	380	370	351
October .....	1,530	1,430	1,484	4,020	3,500	2,890	350	290	262	450	370	544
November .....	1,310	1,360	1,265	3,050	2,980	2,542	330	250	323	230	320	385
December .....	1,410	1,350	1,567	1,800	1,900	1,824	320	310	354	350	290	478
<b>Annual Total .....</b>	<b>15,660</b>	<b>14,680</b>	<b>14,371</b>	<b>30,430</b>	<b>30,870</b>	<b>29,040</b>	<b>3,120</b>	<b>2,720</b>	<b>2,756</b>	<b>3,830</b>	<b>3,620</b>	<b>5,369</b>
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	1,050	1,040	1,176	810	1,200	1,097	700	730	843			
February .....	980	1,070	1,131	850	1,020	964	670	710	834			
March .....	1,250	1,280	1,229	590	870	835	800	850	846			
April .....	1,450	1,390	1,357	300	440	466	840	810	817			
May .....	1,360	1,450	1,526	260	370	303	780	850	901			
June .....	1,510	1,550	1,674	410	390	348	750	840	935			
July .....	1,790	1,720	1,708	270	350	435	760	820	914			
August .....	1,690	1,700	1,725	430	570	542	800	850	926			
September .....	1,620	1,580	1,499	720	700	844	860	950	930			
October .....	1,650	1,530	1,517	980	1,060	1,067	850	960	1,091			
November .....	1,440	1,390	1,557	770	1,100	1,107	790	890	1,034			
December .....	1,390	1,370	1,681	950	1,150	1,236	1,060	1,180	1,318			
<b>Annual Total .....</b>	<b>17,180</b>	<b>17,070</b>	<b>17,780</b>	<b>7,350</b>	<b>9,220</b>	<b>9,244</b>	<b>9,660</b>	<b>10,440</b>	<b>11,389</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	80	120	165	180	160	191	4,730	3,900	4,690			
February .....	70	120	131	170	160	190	4,670	3,680	5,005			
March .....	90	130	211	190	170	335	6,290	6,050	4,995			
April .....	90	140	191	200	180	203	10,920	8,950	10,916			
May .....	110	190	242	190	190	247	10,110	12,920	15,908			
June .....	110	180	259	190	200	230	10,810	9,050	11,938			
July .....	100	170	211	200	190	215	10,140	9,640	13,257			
August .....	110	170	223	200	190	233	15,670	16,220	19,305			
September .....	110	200	204	190	200	221	10,990	11,180	13,061			
October .....	120	180	255	190	190	237	10,430	8,310	11,584			
November .....	150	210	342	190	190	228	6,740	6,480	9,377			
December .....	410	610	796	260	300	349	5,860	6,640	9,030			
<b>Annual Total .....</b>	<b>1,550</b>	<b>2,420</b>	<b>3,230</b>	<b>2,350</b>	<b>2,320</b>	<b>2,879</b>	<b>107,360</b>	<b>103,020</b>	<b>129,066</b>			

**TABLE 6. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of Dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	43,790	43,080	52,859	4,840	5,480	6,471	1,050	1,080	1,242	4,100	4,300	4,380
February .....	39,310	45,650	55,130	4,550	5,500	6,502	930	1,040	1,279	3,950	4,260	4,315
March .....	52,210	57,220	60,158	5,070	6,230	7,641	1,100	1,230	1,453	4,770	4,800	5,049
April .....	59,490	59,400	68,663	5,600	6,190	7,023	1,210	1,190	1,387	5,680	4,860	5,222
May .....	57,310	63,240	70,897	5,470	6,500	7,745	1,090	1,290	1,369	5,360	5,550	5,945
June .....	57,830	65,180	72,893	5,750	6,980	8,584	1,030	1,190	1,328	5,530	6,010	6,552
July .....	57,280	65,020	67,309	5,890	6,750	7,558	1,110	1,110	1,251	5,480	5,670	5,877
August .....	58,620	71,760	75,553	5,720	6,830	7,984	1,150	1,390	1,522	5,680	5,940	5,962
September .....	60,870	70,380	74,490	5,950	6,820	8,290	1,240	1,450	1,450	6,240	6,550	6,292
October .....	64,570	66,320	71,248	5,920	6,610	8,072	1,320	1,440	1,677	6,560	6,040	6,823
November .....	57,750	65,910	69,691	5,660	6,720	8,251	1,200	1,540	1,693	5,370	5,970	6,390
December .....	64,090	74,530	79,474	6,370	7,690	9,248	1,460	1,630	1,917	6,650	6,790	7,572
<b>Annual Total .....</b>	<b>673,120</b>	<b>747,690</b>	<b>818,365</b>	<b>66,790</b>	<b>78,300</b>	<b>93,369</b>	<b>13,890</b>	<b>15,580</b>	<b>17,568</b>	<b>65,370</b>	<b>66,740</b>	<b>70,379</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	3,170	3,390	4,051	380	350	411	4,190	4,340	9,524	2,040	2,200	2,642
February .....	3,140	3,380	4,157	410	430	457	3,900	6,030	12,635	1,950	2,550	3,037
March .....	4,940	4,810	5,175	510	510	583	6,360	8,040	11,558	2,510	2,670	2,906
April .....	4,870	4,500	5,238	630	630	602	7,830	8,490	15,499	2,810	2,980	3,382
May .....	4,360	4,570	4,914	570	610	669	7,530	7,480	14,257	2,810	3,070	3,594
June .....	4,210	4,420	4,898	580	670	757	6,950	8,610	13,167	2,930	2,880	3,939
July .....	3,570	3,830	3,994	620	630	718	7,340	8,810	11,576	3,170	3,830	4,129
August .....	3,780	4,270	4,713	570	580	683	6,190	8,820	12,786	3,270	3,900	4,179
September .....	5,070	5,260	5,379	570	600	676	7,370	9,280	12,734	3,040	3,240	3,384
October .....	6,300	6,300	6,002	680	660	727	7,920	8,530	11,531	3,000	3,110	4,095
November .....	5,440	6,590	6,808	700	730	834	6,310	8,670	11,147	2,290	2,590	2,509
December .....	7,610	7,860	8,330	1,330	1,410	1,594	5,850	8,480	10,372	2,390	2,940	3,190
<b>Annual Total .....</b>	<b>56,460</b>	<b>59,180</b>	<b>63,639</b>	<b>7,550</b>	<b>7,810</b>	<b>8,711</b>	<b>77,740</b>	<b>95,580</b>	<b>146,786</b>	<b>32,210</b>	<b>35,960</b>	<b>40,986</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	770	830	1,140	400	370	492	1,010	810	870	190	230	265
February .....	550	630	843	400	440	472	690	760	728	170	200	183
March .....	880	740	979	540	480	650	1,110	980	907	260	270	323
April .....	1,020	990	1,283	740	600	684	1,530	1,040	974	390	390	383
May .....	970	940	1,229	610	590	771	1,250	1,110	1,226	320	380	399
June .....	1,010	990	1,473	590	680	797	1,110	1,080	1,097	350	420	401
July .....	880	790	1,087	570	630	681	1,170	1,030	1,056	330	330	338
August .....	680	690	1,087	510	580	673	970	950	956	340	340	376
September .....	910	890	1,166	600	750	778	1,070	1,000	1,089	300	310	360
October .....	1,320	1,010	1,567	790	850	975	1,220	1,130	1,147	360	340	430
November .....	1,040	1,190	1,627	640	930	939	1,130	1,050	1,144	280	340	397
December .....	1,710	1,730	2,651	930	1,020	1,226	1,530	1,450	1,657	390	390	442
<b>Annual Total .....</b>	<b>11,740</b>	<b>11,420</b>	<b>16,132</b>	<b>7,320</b>	<b>7,920</b>	<b>9,138</b>	<b>13,790</b>	<b>12,390</b>	<b>12,851</b>	<b>3,680</b>	<b>3,940</b>	<b>4,297</b>

**TABLE 6. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	1,460	1,390	1,362	1,890	1,730	2,626	680	530	685	1,000	840	860
February .....	1,460	1,450	1,319	1,710	1,980	2,393	540	720	760	880	830	833
March .....	1,920	2,000	1,481	2,380	2,630	2,454	690	750	671	860	790	755
April .....	2,450	2,380	2,179	2,970	2,900	3,442	780	700	855	780	770	930
May .....	2,470	2,600	2,588	3,590	3,860	4,037	730	700	733	770	730	749
June .....	2,410	2,590	2,430	3,910	4,640	4,641	730	710	711	690	610	595
July .....	1,990	2,300	2,027	3,420	4,390	4,613	670	660	604	740	640	589
August .....	2,610	3,260	2,425	3,900	4,900	5,261	740	880	823	780	760	428
September .....	2,470	3,260	2,438	3,720	4,050	4,603	850	880	711	990	1,070	632
October .....	2,560	2,540	2,484	3,920	4,410	4,078	970	920	779	1,150	1,280	988
November .....	2,280	2,490	2,007	3,350	3,410	3,655	960	840	962	1,330	1,580	1,171
December .....	2,880	3,280	2,985	2,350	2,430	2,526	860	890	963	1,290	1,420	881
<b>Annual Total .....</b>	<b>26,960</b>	<b>29,540</b>	<b>25,725</b>	<b>37,110</b>	<b>41,330</b>	<b>44,329</b>	<b>9,200</b>	<b>9,180</b>	<b>9,257</b>	<b>11,260</b>	<b>11,320</b>	<b>9,411</b>
	Restaurants			Coal and Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	2,110	2,050	2,191	320	230	150	970	1,020	1,178			
February .....	1,790	2,050	1,954	310	150	111	940	1,050	1,212			
March .....	2,340	2,430	2,335	130	90	93	1,050	1,140	1,258			
April .....	2,550	2,580	2,604	70	40	40	1,040	1,130	1,155			
May .....	2,610	2,800	3,100	90	60	47	1,000	1,110	1,244			
June .....	2,500	2,740	2,861	80	40	42	980	1,150	1,310			
July .....	3,020	3,420	3,597	50	20	28	960	1,060	1,191			
August .....	2,630	3,020	3,476	70	40	30	970	1,050	1,194			
September .....	2,790	3,140	3,440	120	60	64	1,030	1,200	1,326			
October .....	2,690	2,690	2,950	210	140	119	1,070	1,160	1,350			
November .....	2,570	2,780	3,102	240	210	201	980	1,100	1,269			
December .....	2,320	2,750	3,180	260	220	157	1,450	1,720	1,948			
<b>Annual Total .....</b>	<b>29,920</b>	<b>32,450</b>	<b>34,790</b>	<b>1,950</b>	<b>1,300</b>	<b>1,082</b>	<b>12,440</b>	<b>13,890</b>	<b>15,635</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	230	290	415	230	250	281	12,760	11,370	11,623			
February .....	170	280	368	220	240	257	10,650	11,680	11,315			
March .....	210	330	376	190	200	224	14,390	16,100	13,287			
April .....	280	350	394	240	270	271	16,020	16,420	15,116			
May .....	270	410	461	230	260	306	15,210	18,620	15,514			
June .....	270	400	488	240	250	284	15,980	18,120	16,538			
July .....	300	420	477	220	210	231	15,780	18,490	15,687			
August .....	320	430	524	210	210	234	17,530	22,920	20,237			
September .....	290	450	464	240	250	270	16,010	19,870	18,944			
October .....	320	410	493	250	250	299	16,040	16,500	14,662			
November .....	450	400	551	280	250	292	15,270	16,530	14,742			
December .....	1,090	1,130	1,673	440	400	462	14,930	18,900	16,500			
<b>Annual Total .....</b>	<b>4,200</b>	<b>5,300</b>	<b>6,684</b>	<b>2,970</b>	<b>3,040</b>	<b>3,411</b>	<b>180,570</b>	<b>205,520</b>	<b>184,165</b>			



**TABLE 6. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1949, 1950 and 1951 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	62,050	62,510	85,828	9,390	10,390	11,352	2,490	2,380	2,731	2,180	2,260	2,562
February .....	56,730	67,320	87,359	9,070	10,330	11,172	2,430	2,210	2,582	2,270	2,220	2,834
March .....	74,650	83,440	100,003	10,000	11,470	13,036	2,620	2,370	2,991	2,530	2,530	3,107
April .....	81,640	83,320	102,328	10,390	11,260	12,472	2,720	2,440	2,548	2,500	2,490	3,094
May .....	81,340	88,730	100,205	9,690	11,210	12,774	2,450	2,360	2,589	2,680	2,770	3,354
June .....	80,540	95,960	107,306	10,310	12,210	13,937	2,570	2,560	2,856	2,750	3,020	3,743
July .....	84,140	97,570	98,486	10,380	11,740	13,019	2,500	2,380	2,407	3,320	3,470	4,412
August .....	81,500	98,460	101,476	10,050	11,630	13,448	2,490	2,450	2,670	3,390	3,610	4,371
September .....	81,500	95,910	98,472	10,180	11,250	13,311	2,400	2,530	2,618	2,840	3,530	3,992
October .....	83,470	91,690	98,471	10,440	11,290	13,390	2,650	2,660	2,809	2,850	2,940	3,716
November .....	78,460	88,560	100,410	10,230	11,360	13,805	2,490	2,610	2,836	2,960	3,370	4,171
December .....	94,010	107,550	113,562	11,940	13,150	15,400	3,360	3,360	3,614	3,130	3,470	4,361
<b>Annual Total .....</b>	<b>940,030</b>	<b>1,061,020</b>	<b>1,193,906</b>	<b>122,070</b>	<b>137,290</b>	<b>157,116</b>	<b>31,170</b>	<b>30,310</b>	<b>33,251</b>	<b>33,400</b>	<b>35,680</b>	<b>43,717</b>
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	6,530	6,290	7,992	450	350	438	8,400	12,080	25,303	3,190	2,300	3,641
February .....	6,400	6,750	8,171	470	440	494	6,890	16,340	29,115	3,070	2,450	3,060
March .....	8,870	8,340	9,439	540	500	664	11,830	22,020	31,045	4,100	3,140	3,972
April .....	9,160	8,560	9,538	630	580	614	15,130	19,580	30,794	4,190	3,070	3,973
May .....	8,860	9,120	9,426	580	560	670	15,950	21,370	28,362	4,640	3,860	4,435
June .....	8,210	8,920	9,282	590	560	734	14,470	25,820	31,036	4,800	3,680	4,502
July .....	7,760	8,300	7,939	610	540	678	16,540	27,560	24,878	5,310	4,400	4,853
August .....	8,180	8,680	8,912	580	580	684	13,300	25,480	23,529	4,900	4,560	4,513
September .....	9,220	10,040	9,826	580	600	680	14,670	23,830	23,664	4,430	3,820	3,928
October .....	10,390	10,890	10,446	640	590	726	14,790	22,560	24,394	4,630	3,640	4,222
November .....	10,290	11,430	12,564	640	630	808	13,760	20,060	24,014	4,380	3,600	4,123
December .....	14,990	15,640	16,667	1,440	1,590	1,715	11,130	20,120	17,877	4,260	3,770	4,158
<b>Annual Total .....</b>	<b>108,860</b>	<b>112,960</b>	<b>120,202</b>	<b>7,750</b>	<b>7,520</b>	<b>8,905</b>	<b>156,860</b>	<b>256,820</b>	<b>314,011</b>	<b>51,900</b>	<b>42,290</b>	<b>49,380</b>
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	970	990	1,211	1,200	1,050	1,237	1,710	1,390	1,477	510	460	537
February .....	930	860	1,065	880	770	995	1,250	1,290	1,210	400	400	394
March .....	1,250	950	1,285	1,140	900	1,056	2,350	1,990	1,795	660	550	515
April .....	1,380	1,090	1,271	1,670	1,490	1,794	2,460	2,060	1,813	790	680	597
May .....	1,300	1,120	1,411	1,310	1,320	1,411	2,320	2,040	1,908	800	670	645
June .....	1,310	1,360	1,561	1,320	1,450	1,580	1,860	2,030	1,959	700	710	709
July .....	1,410	1,130	1,301	1,330	1,430	1,390	1,820	1,880	1,778	710	640	592
August .....	1,230	1,220	1,382	1,330	1,490	1,527	1,740	1,740	1,661	630	600	598
September .....	1,430	1,350	1,549	1,290	1,500	1,492	1,920	2,000	1,703	750	750	716
October .....	1,560	1,460	1,610	1,310	1,400	1,549	2,230	1,970	1,789	730	670	653
November .....	1,220	1,490	1,743	1,180	1,370	1,488	1,840	1,910	1,861	600	620	577
December .....	2,170	2,230	2,622	1,990	2,210	2,463	3,080	3,050	3,018	940	860	917
<b>Annual Total .....</b>	<b>16,160</b>	<b>15,250</b>	<b>18,011</b>	<b>15,950</b>	<b>16,380</b>	<b>17,982</b>	<b>24,580</b>	<b>23,350</b>	<b>21,972</b>	<b>8,220</b>	<b>7,610</b>	<b>7,450</b>

**TABLE 6. British Columbia — Estimated Retail Trade — by Kinds of Business and Months, 1949, 1950 and 1951 — Concluded**  
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1949	1950	1951	1949	1950	1951	1949	1950	1951	1949	1950	1951
January .....	1,110	910	1,099	1,650	1,390	2,196	960	790	953	650	700	1,157
February .....	1,060	1,020	1,205	1,400	1,820	2,134	1,020	940	1,038	550	670	1,092
March .....	1,430	1,300	1,329	2,370	2,740	2,339	1,360	1,160	1,112	790	840	1,135
April .....	1,680	1,450	1,759	2,410	2,730	2,957	1,380	1,290	1,223	780	920	1,273
May .....	1,800	1,680	1,645	2,600	3,040	3,218	1,270	1,330	1,039	760	1,000	898
June .....	1,720	1,800	1,719	2,640	3,380	3,212	1,280	1,360	997	750	1,030	828
July .....	1,690	1,800	1,503	2,390	2,900	2,794	1,210	1,410	1,047	630	1,100	765
August .....	1,690	1,740	1,511	2,900	3,470	3,448	1,340	1,520	1,103	640	990	751
September .....	1,850	2,050	1,721	2,960	3,280	2,982	1,290	1,660	1,064	800	1,240	974
October .....	1,850	1,780	1,587	2,910	3,240	3,112	1,520	1,520	1,097	800	1,200	914
November .....	1,630	1,760	1,500	2,610	2,970	3,079	1,470	1,190	1,210	840	760	944
December .....	2,190	2,310	2,171	1,990	2,110	2,015	1,700	1,690	1,484	1,210	1,150	1,323
<b>Annual Total .....</b>	<b>19,700</b>	<b>19,600</b>	<b>18,749</b>	<b>28,830</b>	<b>33,070</b>	<b>33,486</b>	<b>15,800</b>	<b>15,860</b>	<b>13,367</b>	<b>9,200</b>	<b>11,600</b>	<b>12,054</b>
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	3,470	3,200	3,955	1,220	1,230	956	1,610	1,610	1,732			
February .....	3,020	3,000	3,589	1,030	1,000	685	1,540	1,540	1,745			
March .....	3,550	3,410	4,057	820	950	768	1,690	1,700	1,941			
April .....	3,610	3,400	4,790	560	690	460	1,690	1,650	1,767			
May .....	3,790	3,500	4,349	540	690	489	1,620	1,670	1,793			
June .....	3,830	3,620	4,801	460	580	408	1,560	1,700	1,824			
July .....	4,490	4,100	5,387	420	550	465	1,600	1,700	1,769			
August .....	4,730	4,380	6,142	680	830	695	1,580	1,700	1,797			
September .....	4,300	3,990	4,994	870	880	872	1,610	1,710	1,770			
October .....	3,780	3,580	4,687	900	990	900	1,570	1,670	1,903			
November .....	3,310	3,280	3,814	850	1,200	1,149	1,630	1,650	1,804			
December .....	3,530	3,530	4,244	960	990	1,070	2,240	2,360	2,535			
<b>Annual Total .....</b>	<b>45,410</b>	<b>42,990</b>	<b>54,809</b>	<b>9,310</b>	<b>10,580</b>	<b>8,917</b>	<b>19,940</b>	<b>20,660</b>	<b>22,380</b>			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1949	1950	1951	1949	1950	1951	1949	1950	1951			
January .....	470	450	558	640	610	657	13,250	11,680	14,084			
February .....	430	530	660	630	620	668	11,990	12,120	13,451			
March .....	650	550	721	690	630	725	15,410	15,400	16,971			
April .....	720	580	799	680	630	714	17,110	16,680	18,078			
May .....	670	680	716	640	620	665	17,070	18,120	18,408			
June .....	750	760	836	640	640	706	18,020	18,770	20,076			
July .....	790	730	790	690	670	735	18,540	19,140	19,984			
August .....	880	870	917	670	670	745	18,570	20,250	21,072			
September .....	770	940	847	650	630	730	16,690	18,330	19,039			
October .....	690	710	803	660	640	728	16,570	16,290	17,436			
November .....	800	820	997	630	620	707	15,100	15,860	17,216			
December .....	2,040	2,040	2,473	830	860	981	18,890	21,060	22,454			
<b>Annual Total .....</b>	<b>9,660</b>	<b>9,660</b>	<b>11,117</b>	<b>8,050</b>	<b>7,840</b>	<b>8,761</b>	<b>197,210</b>	<b>203,700</b>	<b>218,269</b>			

TABLE 7. Department Store Sales and Stocks, by Months and Departments, 1950 and 1951

	Total, All Departments				Women's and Misses' Dresses				Women's and Misses' Coats and Suits			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	49,455	58,268	+ 17.8	187,124	1,633	1,699	+ 4.0	4,280	1,147	1,268	+ 10.5	4,155
February .....	50,125	58,296	+ 16.3	213,857	1,918	1,992	+ 3.9	5,114	1,308	1,538	+ 17.6	5,563
March .....	67,249	72,569	+ 7.9	238,477	2,800	2,743	- 2.0	5,782	3,935	3,455	- 12.2	5,483
April .....	67,585	75,210	+ 11.3	239,204	2,753	2,884	+ 4.8	5,941	4,163	3,707	- 11.0	4,911
May .....	73,581	76,584	+ 4.1	235,535	3,311	3,808	+ 15.0	4,791	2,761	2,378	- 13.9	3,389
June .....	69,175	69,514	+ 0.5	221,326	3,628	3,410	- 6.0	3,517	1,300	1,054	- 18.9	2,745
July .....	54,775	54,449	- 0.6	221,657	2,069	2,067	- 0.1	3,092	817	735	- 10.0	3,325
August .....	61,355	61,522	+ 0.3	233,341	1,964	2,024	+ 3.1	3,662	1,507	1,382	- 8.3	4,717
September .....	78,321	72,425	- 7.5	235,316	2,338	2,309	- 1.2	4,034	2,968	2,608	- 12.1	5,166
October .....	83,709	81,225	- 3.0	241,269	2,359	2,424	+ 2.8	4,211	3,602	3,450	- 4.2	4,092
November .....	98,174	101,881	+ 3.8	225,558	2,410	2,504	+ 3.9	4,114	2,900	2,608	- 10.1	3,289
December .....	118,875	119,774	+ 0.8	182,562	3,006	3,009	+ 0.1	3,011	1,472	1,331	- 9.6	2,554
Annual Total .....	872,379	901,717	+ 3.4		30,189	30,873	+ 2.3		27,880	25,514	- 8.5	
Women's and Misses' Sportswear				Furs				Girls' and Infants' Wear				
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000			\$000	\$000			\$000	\$000		
			%	\$000			%	\$000			%	\$000
January .....	1,169	1,231	+ 5.3	3,435	1,422	1,606	+ 12.9	3,231		1,615		7,993
February .....	1,098	1,188	+ 8.2	3,817	665	824	+ 23.9	4,063		1,944		10,628
March .....	1,578	1,521	- 3.6	4,494	619	746	+ 20.5	4,542		3,540		11,754
April .....	1,638	1,575	- 3.8	5,508	395	496	+ 25.6	4,595		3,639		9,746
May .....	1,991	2,006	+ 0.8	4,950	230	278	+ 20.9	4,819		3,427		10,863
June .....	2,073	2,043	- 1.4	4,431	112	95	- 15.2	5,359		2,726		9,523
July .....	1,510	1,563	+ 3.5	4,484	582	471	- 19.1	6,278	Not	1,823	Not	10,562
August .....	1,584	1,701	+ 7.4	4,691	1,443	979	- 32.2	7,096		2,861		12,639
September .....	2,022	2,008	- 0.7	4,906	1,874	1,278	- 31.8	6,774	available	4,354	available	10,645
October .....	1,833	1,907	+ 4.0	5,069	1,943	1,618	- 16.7	6,128		5,833		9,753
November .....	1,980	2,151	+ 8.6	4,886	2,817	2,820	+ 0.1	4,674		5,704		8,694
December .....	2,856	2,986	+ 4.6	3,304	2,169	1,905	- 12.2	3,825		5,441		6,465
Annual Total .....	21,332	21,880	+ 2.6		14,271	13,116	- 8.1			42,907		
Lingerie and Corsets				Aprons, Housedresses and Uniforms				Millinery				
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000			\$000	\$000			\$000	\$000		
			%	\$000			%	\$000			%	\$000
January .....	1,916	2,148	+ 12.1	6,089	419	455	+ 8.6	898	304	374	+ 23.0	998
February .....	1,973	2,216	+ 12.3	7,199	428	414	- 3.3	978	356	418	+ 17.4	1,378
March .....	2,445	2,505	+ 2.5	8,092	685	539	- 21.3	1,196	890	1,094	+ 22.9	1,382
April .....	2,305	2,548	+ 10.5	8,267	558	589	+ 5.6	1,442	1,100	951	- 13.5	1,182
May .....	2,785	2,900	+ 4.1	7,416	825	776	- 5.9	1,416	790	849	+ 7.5	964
June .....	2,762	2,669	- 3.4	6,468	981	781	- 20.4	1,213	592	577	- 2.5	778
July .....	2,077	2,144	+ 3.2	6,338	639	561	- 12.2	969	298	305	+ 2.3	879
August .....	2,010	2,134	+ 6.2	6,967	448	409	- 8.7	889	606	629	+ 3.8	1,173
September .....	2,658	2,573	- 3.2	7,548	446	432	- 3.1	891	1,200	1,150	- 4.2	1,148
October .....	2,926	2,998	+ 2.5	8,245	486	407	- 16.3	924	926	974	+ 5.2	1,169
November .....	3,516	3,837	+ 9.1	7,592	511	518	+ 1.4	885	846	923	+ 9.1	1,013
December .....	4,851	5,205	+ 7.3	5,691	740	763	+ 3.1	703	758	782	+ 3.2	695
Annual Total .....	32,224	33,877	+ 5.1		7,166	6,644	- 7.3		8,666	9,026	+ 4.2	

TABLE 7. — Department Store Sales and Stocks, by Months and Departments, 1950-1951 — Continued

	Hosiery and Apparel Accessories				Women's, Misses' and Children's Shoes				Men's Clothing			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	1,525	1,836	+20.4	6,452	1,537	1,759	+14.4	10,534	1,735	2,065	+19.0	6,476
February .....	1,734	1,972	+13.7	7,800	1,602	1,911	+19.3	12,623	1,569	2,008	+28.0	7,848
March .....	2,432	2,981	+22.6	8,953	2,986	3,303	+10.6	13,595	2,504	2,923	+16.7	8,722
April .....	2,951	2,962	+ 0.4	8,634	3,353	3,581	+ 6.8	13,019	2,817	2,830	+ 0.5	8,911
May .....	2,868	3,008	+ 4.9	7,963	3,721	4,215	+13.3	12,622	2,526	2,539	+ 0.5	9,086
June .....	2,432	2,515	+ 3.4	7,306	3,475	3,468	- 0.2	11,695	2,478	2,424	- 2.2	8,448
July .....	1,750	1,753	+ 0.2	7,557	1,858	2,111	+13.6	11,404	1,698	1,691	- 0.4	8,408
August .....	2,072	2,154	+ 4.0	8,786	2,311	2,727	+18.0	12,386	1,581	1,599	+ 1.1	8,901
September .....	3,131	3,174	+ 1.4	8,957	3,483	3,432	- 1.5	12,378	2,866	2,469	- 13.9	9,377
October .....	3,306	3,501	+ 5.9	9,785	3,584	3,845	+ 7.3	12,942	3,251	2,968	- 8.7	10,076
November .....	4,246	4,696	+10.6	9,332	4,550	4,843	+ 6.4	11,923	3,823	3,726	- 2.5	9,152
December .....	6,936	7,149	+ 3.1	6,017	4,308	4,444	+ 3.2	10,064	3,638	3,292	- 9.5	7,373
<b>Annual Total .....</b>	<b>35,383</b>	<b>37,701</b>	<b>+ 6.6</b>		<b>36,768</b>	<b>39,639</b>	<b>+ 7.8</b>		<b>30,486</b>	<b>30,534</b>	<b>+ 0.2</b>	
	Men's Furnishings				Boys' Clothing and Furnishings				Men's and Boys' Shoes			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	1,879	2,064	+ 9.8	8,326	956	1,106	+15.7	5,071	672	792	+17.9	4,428
February .....	1,841	2,041	+10.9	9,741	905	1,044	+15.4	6,348	684	920	+34.5	4,362
March .....	2,371	2,495	+ 5.2	11,407	1,933	2,112	+ 9.3	6,848	1,068	1,252	+17.2	5,841
April .....	2,441	2,670	+ 9.4	12,026	2,146	2,145	- 0.1	6,868	1,186	1,336	+12.6	5,170
May .....	2,812	3,139	+11.6	11,885	1,868	1,931	+ 3.4	6,717	1,339	1,478	+10.4	5,118
June .....	3,444	3,483	+ 1.1	10,989	1,639	1,586	- 3.2	6,171	1,302	1,381	+ 6.1	4,683
July .....	2,304	2,253	- 2.2	11,122	950	1,021	+ 7.5	6,356	888	954	+ 7.4	4,484
August .....	2,134	2,258	+ 5.8	12,899	1,373	1,653	+20.4	7,587	940	1,044	+11.1	5,072
September .....	3,643	3,222	-11.6	13,890	2,508	2,322	- 7.4	8,174	1,266	1,186	- 6.3	5,304
October .....	4,584	4,594	+ 0.2	14,221	2,974	3,055	+ 2.7	7,816	1,444	1,487	+ 3.0	5,476
November .....	6,009	6,513	+ 8.4	13,159	3,173	3,367	+ 6.1	6,653	2,129	2,162	+ 1.6	4,977
December .....	9,052	9,723	+ 7.4	8,538	3,101	3,161	+ 1.9	5,036	2,385	2,526	+ 5.9	3,829
<b>Annual Total .....</b>	<b>42,514</b>	<b>44,455</b>	<b>+ 4.6</b>		<b>23,526</b>	<b>24,503</b>	<b>+ 4.2</b>		<b>15,303</b>	<b>16,518</b>	<b>+ 7.9</b>	
	Food and Kindred Products				Toiletries, Cosmetics and Drugs				Photographic Equipment and Supplies			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	4,303	4,742	+10.2	5,221	1,348	1,583	+17.4	4,344	132	165	+25.0	883
February .....	4,639	4,910	+ 5.8	5,615	1,410	1,582	+12.2	4,634	145	178	+22.8	939
March .....	5,082	5,944	+17.0	5,347	1,506	1,608	+ 6.8	4,928	179	206	+15.1	988
April .....	4,725	4,769	+ 0.9	5,136	1,332	1,527	+14.6	4,997	165	185	+12.1	1,007
May .....	4,572	5,004	+ 9.4	5,139	1,484	1,619	+ 9.1	4,886	186	208	+11.8	1,006
June .....	4,337	5,257	+21.2	5,027	1,506	1,695	+12.5	4,702	225	252	+12.0	976
July .....	4,420	4,530	+ 2.5	4,587	1,434	1,499	+ 4.5	4,679	209	234	+12.0	951
August .....	4,542	4,848	+ 6.7	4,744	1,423	1,493	+ 4.9	4,650	193	235	+21.8	882
September .....	4,500	4,735	+ 5.2	4,429	1,454	1,581	+ 8.7	4,627	187	204	+ 9.1	918
October .....	4,903	5,301	+ 8.1	4,882	1,498	1,654	+10.4	5,464	158	185	+17.1	948
November .....	5,957	6,611	+11.0	4,976	2,001	2,276	+13.7	5,866	228	285	+25.0	949
December .....	7,421	7,924	+ 6.8	4,149	3,578	3,894	+ 8.8	4,376	544	579	+ 6.4	777
<b>Annual Total .....</b>	<b>59,401</b>	<b>64,575</b>	<b>+ 8.7</b>		<b>19,974</b>	<b>22,011</b>	<b>+10.2</b>		<b>2,551</b>	<b>2,916</b>	<b>+14.3</b>	

1. Change of less than .05 per cent



TABLE 7. Department Store Sales and Stocks, by Months and Departments, 1950-1951 - Continued

	Piece Goods				Linens and Domestics				Smallwares			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	2,114	2,264	+ 7.1	8,086	2,879	3,633	+26.2	7,354	1,515	1,716	+13.3	5,244
February .....	1,930	2,069	+ 7.2	9,106	2,257	2,697	+19.5	8,548	1,444	1,531	+ 6.0	5,929
March .....	2,570	2,291	-10.9	9,730	2,276	2,229	- 2.1	9,645	1,524	1,473	- 3.3	6,445
April .....	1,975	2,126	+ 7.6	9,644	1,800	2,207	+22.6	9,908	1,289	1,424	+10.5	6,536
May .....	2,042	2,010	- 1.6	9,403	2,375	2,308	- 2.8	9,945	1,443	1,370	- 5.1	6,277
June .....	1,893	1,765	- 6.8	8,805	2,289	2,366	+ 3.4	9,060	1,346	1,323	- 1.7	5,755
July .....	1,364	1,359	- 0.4	9,062	2,335	2,323	- 0.5	8,834	1,065	1,156	+ 8.5	5,716
August .....	1,590	1,598	+ 0.5	9,459	2,728	2,652	- 2.8	8,919	1,154	1,288	+11.6	5,760
September .....	2,064	1,904	- 7.8	9,181	3,346	2,864	-14.4	8,657	1,560	1,585	+ 1.6	5,949
October .....	2,255	2,070	- 8.2	8,828	3,241	3,010	- 7.1	8,736	1,828	1,728	- 5.5	6,185
November .....	2,134	2,136	+ 0.1	7,842	3,360	3,321	- 1.2	8,598	2,088	2,208	+ 5.7	6,053
December .....	1,759	1,717	- 2.4	7,763	3,658	3,522	- 3.7	7,640	2,408	2,395	- 0.5	5,396
Annual Total .....	23,690	23,309	- 1.6		32,544	33,132	+ 1.8		18,664	19,197	+ 2.9	
	China and Glassware				Home Furnishings				Furniture			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	583	718	+23.2	5,478	3,050	3,899	+27.8	17,479	3,918	4,357	+11.2	12,503
February .....	641	730	+13.9	5,917	3,655	4,545	+24.4	19,450	3,679	4,248	+15.5	14,018
March .....	771	802	+ 4.0	6,247	4,524	4,794	+ 6.0	22,214	3,882	4,022	+ 3.6	15,710
April .....	731	832	+13.8	6,464	4,559	5,384	+18.1	23,165	3,740	4,268	+14.1	15,900
May .....	888	942	+ 6.1	6,742	5,404	5,622	+ 4.0	23,338	5,103	4,691	- 8.1	15,659
June .....	983	1,062	+ 8.0	6,783	4,509	4,482	- 0.6	22,588	4,657	4,390	- 5.7	14,877
July .....	989	1,041	+ 5.3	7,234	3,681	3,594	- 2.4	22,250	4,347	4,098	- 5.7	14,299
August .....	1,171	1,194	+ 2.0	6,964	4,126	3,915	- 5.1	22,345	5,298	4,684	-11.6	13,236
September .....	1,073	1,067	- 0.6	7,136	4,768	4,349	- 8.8	22,108	4,926	4,267	-13.4	12,866
October .....	968	992	+ 2.5	7,394	5,308	4,697	-11.5	21,393	5,045	4,107	-18.6	13,041
November .....	1,206	1,234	+ 2.3	7,549	5,563	5,239	- 5.8	20,013	4,624	4,374	- 5.4	12,468
December .....	2,203	2,230	+ 1.2	6,903	5,166	4,630	-10.4	19,154	4,365	3,906	-10.5	12,602
Annual Total .....	12,207	12,844	+ 5.2		54,313	55,150	+ 1.5		53,584	51,412	- 4.1	
	Major Appliances				Radio and Music				Hardware and Housewares			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	2,081	3,090	+48.5	8,608	907	1,096	+20.8	4,075	2,634	3,431	+30.3	11,494
February .....	2,009	3,073	+53.0	8,974	867	1,091	+25.8	4,303	3,077	3,696	+20.1	12,871
March .....	2,687	3,384	+25.9	9,848	964	1,035	+ 7.4	4,761	3,851	4,195	+ 8.9	14,553
April .....	2,718	4,259	+56.7	9,490	748	934	+24.9	4,866	4,069	5,173	+27.1	15,061
May .....	3,230	2,561	-20.7	10,431	750	726	- 3.2	4,912	5,450	5,809	+ 6.6	14,998
June .....	2,867	2,177	-24.1	10,546	663	657	- 0.9	4,622	4,891	5,029	+ 2.8	14,118
July .....	3,133	1,842	-41.2	10,357	667	607	- 9.0	4,538	3,992	4,073	+ 2.0	13,173
August .....	3,214	2,011	-37.4	9,789	878	743	-15.4	4,532	4,381	4,248	- 3.0	12,256
September .....	3,790	2,233	-41.1	8,785	1,247	913	-26.8	4,830	4,257	4,168	- 2.1	12,126
October .....	3,120	2,119	-32.1	8,604	1,278	939	-26.5	5,151	4,364	4,085	- 6.4	12,522
November .....	2,847	2,394	-15.9	7,497	1,486	1,520	+ 2.3	4,694	4,592	4,515	- 1.7	12,451
December .....	2,964	1,903	-35.8	7,354	2,420	2,139	-11.6	4,131	5,297	5,119	- 3.4	11,495
Annual Total .....	34,660	31,046	-10.4		12,875	12,400	- 3.7		50,855	53,541	+ 5.3	

TABLE 7. Department Store Sales and Stocks, by Months and Departments, 1950-1951 — Concluded

	Jewellery				Sporting Goods and Luggage			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	803	1,011	+25.9	6,718	803	1,107	+37.9	6,959
February .....	962	1,095	+13.8	7,522	993	1,171	+17.9	7,854
March .....	1,065	1,200	+12.7	8,347	1,466	1,586	+8.2	9,721
April .....	1,003	1,209	+20.5	8,746	1,917	2,185	+14.0	10,145
May .....	1,130	1,333	+18.0	8,752	2,477	2,444	-1.3	9,988
June .....	1,396	1,374	-1.6	8,603	2,696	2,545	-5.6	9,767
July .....	1,073	1,144	+6.6	8,673	2,089	1,991	-4.7	10,003
August .....	1,253	1,274	+1.7	8,710	1,843	1,792	-2.8	11,219
September .....	1,427	1,303	-8.7	8,758	1,920	1,808	-5.8	12,443
October .....	1,354	1,324	-2.2	9,217	2,249	2,090	-7.1	14,236
November .....	2,284	2,299	+0.7	9,066	5,241	5,790	+10.5	13,034
December .....	4,548	4,525	-0.5	7,041	9,518	10,267	+7.9	6,557
<b>Annual Total .....</b>	<b>18,298</b>	<b>19,091</b>	<b>+4.3</b>	<b>—</b>	<b>33,212</b>	<b>34,776</b>	<b>+4.7</b>	<b>—</b>
	Stationery, Books and Magazines				All Other Departments			
	Sales		Change 1951/50	Stocks 1951	Sales		Change 1951/50	Stocks 1951
	1950	1951			1950	1951		
	\$000	\$000	%	\$000	\$000	\$000	%	\$000
January .....	868	944	+8.8	3,104	3,949	4,494	+13.8	7,208
February .....	920	942	+2.4	3,195	3,957	4,308	+8.9	7,520
March .....	947	1,001	+5.7	3,365	5,014	5,590	+11.5	8,537
April .....	838	805	-3.9	3,489	5,278	6,010	+13.9	8,430
May .....	864	772	-10.6	3,493	5,703	6,433	+12.8	8,567
June .....	808	769	-4.8	3,404	5,541	6,159	+11.2	8,367
July .....	661	663	+0.3	3,630	4,376	4,843	+10.7	8,413
August .....	919	1,078	+17.3	3,931	4,556	4,915	+7.9	8,480
September .....	1,344	1,338	-0.4	3,899	5,349	5,589	+4.5	9,412
October .....	1,072	1,107	+3.3	4,885	6,425	6,756	+5.2	9,876
November .....	1,948	2,139	+9.8	5,043	8,541	9,168	+7.3	9,116
December .....	3,620	3,794	+4.8	3,079	9,113	9,513	+4.4	7,040
<b>Annual Total .....</b>	<b>14,809</b>	<b>15,352</b>	<b>+3.7</b>	<b>—</b>	<b>67,802</b>	<b>73,778</b>	<b>+8.8</b>	<b>—</b>

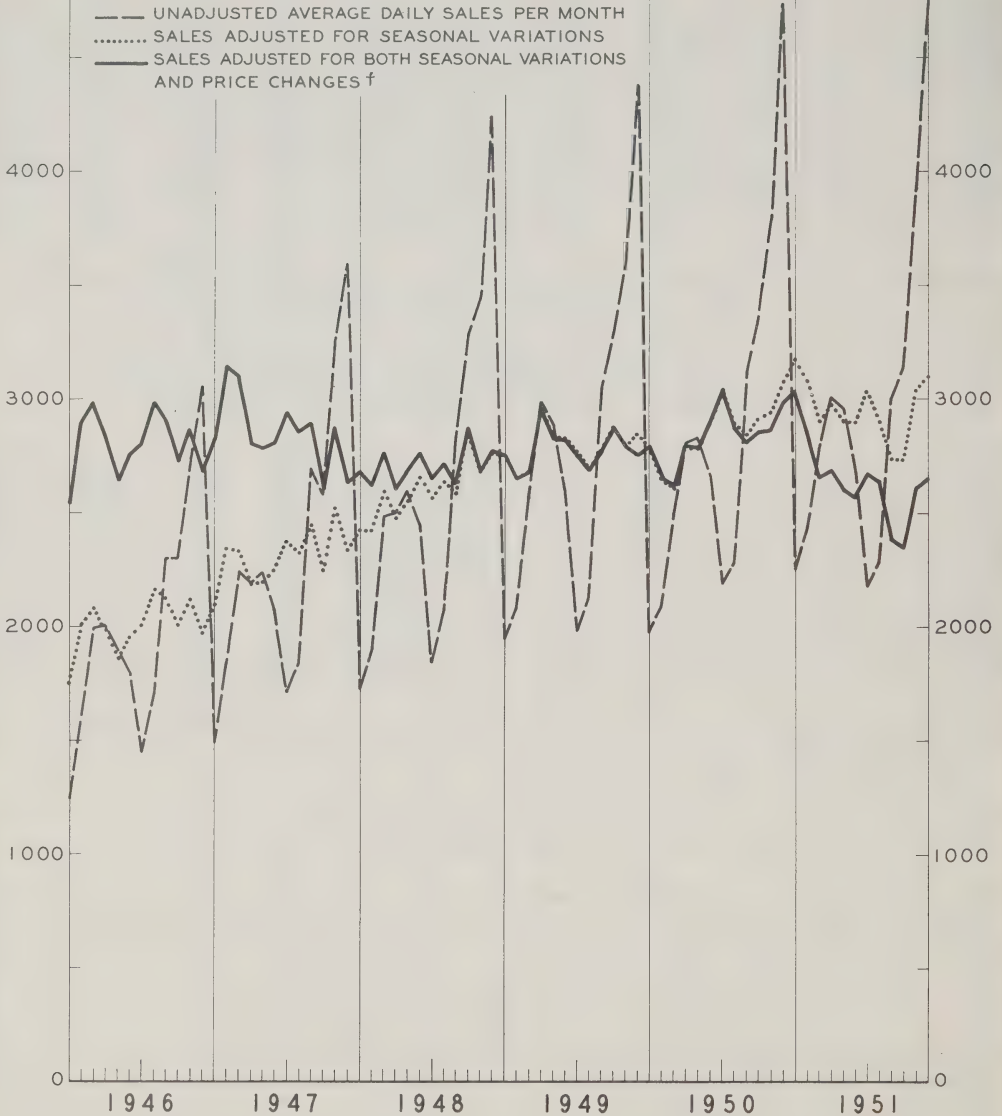
Note. Stocks are expressed at selling value as of the first of the month.

# DEPARTMENT STORE AVERAGE DAILY SALES PER MONTH ADJUSTED FOR BOTH SEASONAL VARIATIONS AND PRICE CHANGES

\$ THOUSAND  
5000

1946-1951

\$ THOUSAND  
5000



† THE BASE YEAR FOR THE PRICE INDICES IS 1949 AND CONSEQUENTLY THE SERIES IS EXPRESSED IN TERMS OF 1949 DOLLARS.

## APPENDIX 1. SUMMARY OF ESTIMATION METHODS

The sales estimates appearing in the preceding tables are a composite of separate estimates obtained for chain and independent stores, both of which are described below.

### Chain Stores

Annual estimates of chain store sales are obtained from a complete coverage of chain organizations in each trade and area. Stores are classified individually rather than according to the trade class of the whole chain company. Monthly reports are being supplied by a total of 290 chain companies operating some 5,100 stores.

### Independent Stores

All independent retail businesses listed in 1941 Census records were grouped according to:

- (i) kind of business
- (ii) province
- (iii) size of business (based on 1941 sales)

Sample stores were selected in ratios calculated to give representation to each class of store. A lower proportion of stores was chosen in Ontario and Quebec where the density of retail businesses is greatest. Similarly, selection ratios were such that

a small proportion of stores in the lower sales-size categories was used and progressively larger proportions as the sales-size increased. Random selection methods were used.

Stores included in the sample were required to report monthly sales figures from January 1947 onwards. The 1941-1947 trend in sales of all sample stores within each kind-province-size category was applied to the total 1941 sales of all stores within that category in order to arrive at 1947 estimates of sales. Seasonal patterns were developed from the information supplied by the sample stores and applied to the total estimated annual sales in order to obtain monthly estimates. Results for the different size categories are not published separately, since these were used only to give proper recognition to the variable trends by size of business.

Monthly estimates for years subsequent to 1947 are obtained by applying the monthly percentage changes obtained from the continuing sample to the previous year's estimates for the corresponding month.

A sample of 7,200 independent stores is now reporting to the Bureau each month. Reports are also received from 31 departmental firms.

## Adjustments for the Effect of Changes in the Number of Stores and Kind of Business

Some retail firms which were in operation in 1941 have since gone out of business and their premises are not now occupied by a retail establishment. These have been treated as "store deaths", and the estimates have been lowered to account for them.

On the other hand, many new firms have come into existence since 1941 and these are regarded as "store births". A measurement of sales of these was made for each year and the volume has been incorporated in the revised estimates contained in this report.

Following is the method used in carrying out the "store death" and "store birth" adjustments:

### Store Deaths

A measurement of the number of retail establishments which have ceased to exist since the 1941 Census was obtained for 1948 to 1951 from an original constant sample of 6,500 stores. Since this

sample represented all stores in existence in 1941, it was possible, by determining the proportion represented by the closed stores, to adjust sales estimates accordingly. This was done, by kind of business and province, for 1948 to 1951.

### Store Births

An area sample was used as the basis for estimating new stores. The sample covered approximately 10% of urban and 5% of rural areas. All stores in the selected areas were enumerated and those which had not existed in 1941 were identified. Sales figures of these "store births" were obtained and inflated according to their approximate sampling ratios.

### Store Changes

A measurement of the changes in the kind of business operated was obtained from the original constant sample as in "store death" measurements, and sales estimates were adjusted accordingly.

## APPENDIX 2. DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

**Grocery and Combination Stores:** This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat,

provided meat sales are less than 80% of total sales.

**Country General Stores:** Under this classification are included all stores carrying a general line of merchandise and operating in communities of less than 2,000 population.



**Department Stores:** Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

**Motor Vehicle Dealers:** Include all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate a repair garage in connection with the business. Used car dealers are not included.

**Garages and Filling Stations:** Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles

exceeds sales of the commodities mentioned, the business is not included in retail trade.

**Women's Clothing Stores:** This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

**Appliances and Radio Stores:** All stores trading mainly in household appliances and radios are included under this classification.

**All Other Trades:** This includes all those stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.





UNIVERSITY OF TORONTO

DEPT. OF POLITICAL SCIENCE

GOVERNMENT OF CANADA

*Revised Edition*



Government  
Publications

# RETAIL TRADE

## 1952



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## RETAIL TRADE

1952

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Dominion Bureau of Statistics  
Ottawa

## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

### Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- \*B — Operating Results of Food Wholesalers, 25¢
- \*C — Operating Results of Dry goods, Piece Goods, and Footwear Wholesalers, 25¢
- \*D — Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢

### Part II — Retail Statistics

- E — General Review, 25¢
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- \*H — Operating Results of Chain Food Stores, 25¢
- \*I — Operating Results of Chain Clothing Stores, 25¢
- \*J — Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢
- K — Operating Results of Retail Food Stores, 25¢
- L — Operating Results of Retail Clothing Stores, 25¢
- M — Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢
- N — Operating Results of Filling Stations and Garages, 25¢
- O — Operating Results of Miscellaneous Retail Stores, 25¢
- P — Retail Consumer Credit, 25¢

### Part III — Service and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors, and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 25¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

\* Biennial reports — not issued for 1952.

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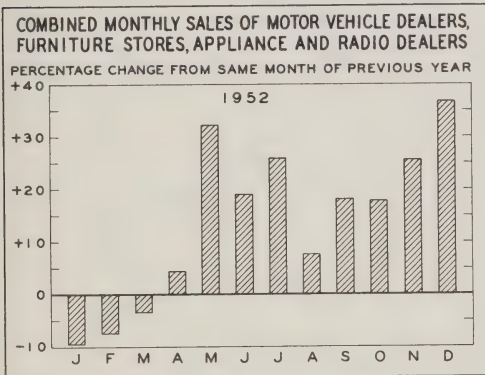
# RETAIL TRADE

1952

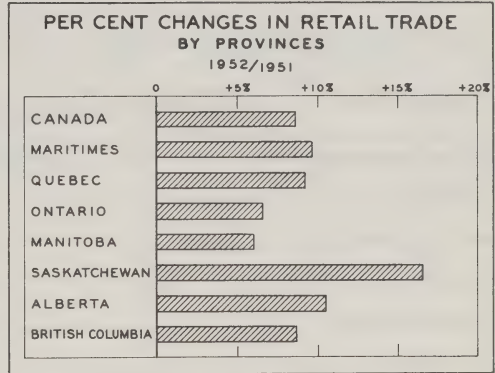
One of the outstanding developments of 1952 was the unprecedented high level of activity among Canada's retail stores. Sales made through Canadian retail outlets reached \$11.6 billion to record a gain of 8.6% over the 1951 total of \$10.7 billion.

A significant feature of retail trade during 1952 was the exceedingly high level of consumer purchases of durable goods. The statistics on retail sales show that appliance and radio dealers, furniture stores and motor vehicle dealers reported sales increases of 20.9%, 21.5% and 12.2% over 1951. The relationship of monthly sales between the 2 years is indicated in the chart below. It will be observed that total sales in the first quarter were lower than in 1951. In April there was an increase of 4.4%; sales gained substantial strength in May and held firm for the rest of the year. It would seem that the high level of labour income (see chart on page 7), the relaxation of consumer credit restrictions on May 6 and the reduction of indirect taxes in the April budget provided the necessary stimulus to sales of motor vehicles, furniture and household appliances.

Canadian department stores had estimated dollar sales of \$996,028,000 in 1952, an increase of 8.9% when compared with 1951. Sales and inventory figures for 29 departmental breakdowns for 1951 and 1952 are shown in table 6.



All sections of the country reported larger dollar sales in 1952 than in 1951. The largest increase was recorded by Saskatchewan (16.6%); Alberta followed with a gain of 10.5%; sales in Quebec and Ontario rose 9.2% and 6.6%; the Atlantic Provinces, Manitoba and British Columbia showed increases of 9.7%, 6.1% and 8.7%. Some significant gains within the provinces were shown by: furniture stores in the Atlantic Provinces (+35.1%); family clothing stores in Quebec (+21.6%); general stores in Manitoba (+17.1%); lumber and building material dealers in Saskatchewan (+45.6%); motor vehicle dealers in British Columbia (+13.9%).



This report contains for the first time dollar sales of retail stores located in Newfoundland and Yukon and the Northwest Territories. Data for Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick are combined to form a group called Atlantic Provinces. Sales made in Yukon and the Northwest Territories have been included with British Columbia.

The sales estimates appearing in this publication are based upon the 1951 Census of Distribution and are not exactly comparable with information published in previous years. Prior to this report the 1941 Census served as a benchmark for all statistics on retail trade. Basically, these figures are a composite of separate estimates obtained for chain, department and independent stores. Census sales figures were broken down into 12 monthly components by using ratios obtained from a continuing sample of stores originally selected in 1947. This same sample of approximately 7,000 independent establishments and 30 department stores was used to obtain trends for projecting 1951 sales into 1952. Annual estimates of chain store sales are obtained from a complete coverage of chain organizations in each trade and area. Monthly reports are supplied by approximately 290 chain companies.

Some retail firms which were in operation in 1951 have since gone out of business and their premises are not now occupied by a retail store. On the other hand, many new firms have come into existence since 1951; furthermore, some establishments have

changed the kind of business they originally operated in 1951. The 1952 sales figures in this report take account of those store births, deaths, and changes which have occurred since 1951.

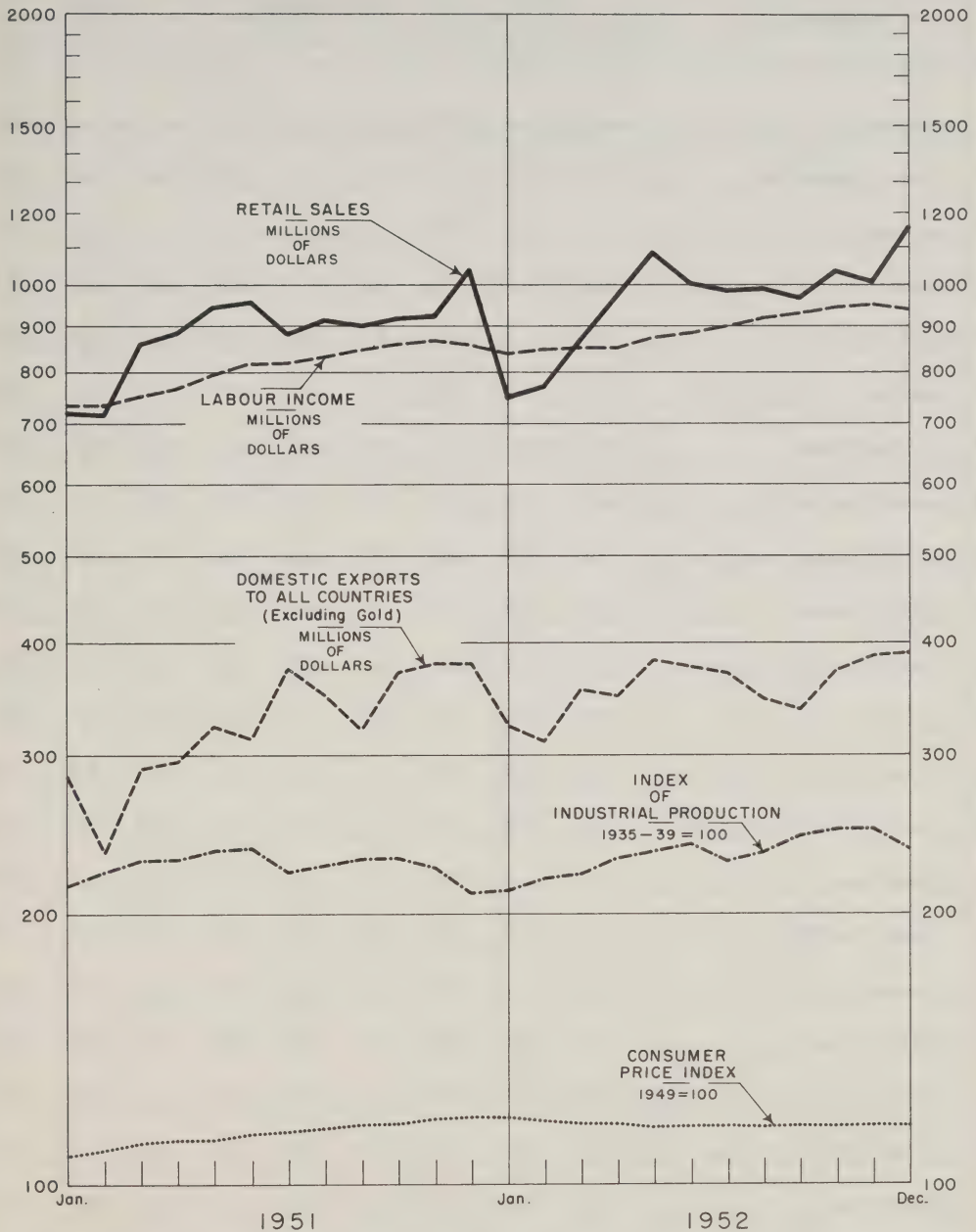
TABLE 1. Major Trades Related to Total Volume — 1941, 1951 and 1952

(Millions of Dollars)

Selected Trades	1941		1951		1952	
	Sales	Percent of Total	Sales	Percent of Total	Sales	Percent of Total
Retail Trade — Total .....	3,436.8	100.0	10,660.5	100.0	11,575.5	100.0
Grocery & Combination Stores .....	567.3	16.5	1,900.2	17.8	2,039.5	17.6
Department Stores .....	377.8	11.0	914.8	8.6	996.0	8.6
Motor Vehicle Dealers .....	360.2	10.5	1,889.1	17.7	2,119.2	18.3
General Stores .....	213.3	6.2	519.4	4.9	546.3	4.7
Garages & Filling Stations .....	205.1	6.0	473.9	4.4	503.7	4.4
Total, 5 Trades .....	1,723.7	50.2	5,697.4	53.4	6,204.7	53.6
All other Trades .....	1,713.1	49.8	4,963.1	46.6	5,370.8	46.4

# CANADIAN ECONOMIC TRENDS

( Semi-logarithmic Scale )





**TABLE 2. Estimated Retail Trade - By Provinces and Kinds of Business, 1941, 1951 and 1952**  
(in millions of dollars)

No.	Kind of Business	Canada			Atlantic Provinces			Quebec		
		1941	1951	1952	1941	1951	1952	1941	1951	1952
1	Total All Trades.....	3,436.8	10,660.5	11,575.5	282.8	891.9	978.0	818.7	2,438.1	2,662.9
2	Grocery & Combination Stores .....	567.3	1,900.2	2,039.5	56.4	189.3	201.5	163.8	540.3	588.0
3	Meat Stores .....	80.0	176.4	164.4	2.1	6.5	7.5	26.2	45.8	42.6
4	General Stores .....	213.3	519.4	546.3	26.8	109.0	111.3	49.3	94.8	98.8
5	Department Stores .....	377.8	914.8	996.0	28.7	69.6	80.5	58.5	165.3	176.6
6	Variety Stores .....	85.2	195.6	213.7	11.3	19.4	22.0	22.7	55.1	60.0
7	Motor Vehicle Dealers.....	360.2	1,889.1	2,119.2	30.9	137.4	155.1	68.3	365.2	409.0
8	Garages & Filling Stations.....	205.1	473.9	503.7	15.0	39.0	40.5	40.8	89.1	96.9
9	Men's Clothing Stores .....	79.9	201.7	209.4	6.9	11.5	13.4	20.2	48.7	52.2
10	Family Clothing Stores .....	73.8	193.0	203.2	7.5	27.6	30.0	25.3	60.5	73.5
11	Women's Clothing Stores.....	71.1	192.8	203.8	4.0	8.7	10.0	18.1	49.9	51.1
12	Shoe Stores .....	44.0	111.5	116.4	3.5	7.4	8.2	12.5	33.6	35.5
13	Hardware Stores .....	73.1	226.6	235.0	5.0	13.5	14.2	16.7	48.2	48.6
14	Lumber & Building Materials Dealers.....	79.8	357.6	380.1	4.4	16.2	15.2	11.9	58.0	61.9
15	Furniture Stores .....	64.1	146.3	177.7	4.3	9.1	12.3	21.3	52.7	61.8
16	Appliance & Radio Stores .....	45.9	210.2	254.2	2.1	10.4	12.3	10.3	42.1	44.8
17	Restaurants.....	126.6	433.1	457.1	7.6	21.8	22.3	27.6	108.8	115.6
18	Coal & Wood Dealers.....	98.6	230.8	234.5	7.5	16.2	17.9	22.1	65.2	67.3
19	Drug Stores .....	100.9	248.3	267.1	8.3	17.4	18.3	18.1	47.9	53.2
20	Jewellery Stores.....	38.4	104.6	116.0	2.8	6.7	7.0	9.3	24.1	23.9
21	Tobacco Stores.....	43.2	78.3	89.3	1.7	2.5	2.2	12.8	18.8	22.1
22	All Other Trades .....	608.7	1,856.3	2,049.0	45.7	152.8	176.3	163.0	424.0	479.5

Note. Any slight differences between the totals and their components in the tables in this bulletin, are due to the rounding of the figures.

TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1941, 1951 and 1952

(in millions of dollars)

Ontario			Manitoba			Saskatchewan			Alberta			British Columbia			No
1941	1951	1952	1941	1951	1952	1941	1951	1952	1941	1951	1952	1941	1951	1952	
1,407.0	4,114.8	4,387.9	210.8	608.2	645.2	186.9	653.8	762.4	221.1	854.8	944.1	309.6	1,099.0	1,194.9	1
230.7	728.6	770.3	26.1	89.8	94.2	19.8	73.6	80.3	25.2	103.1	113.8	45.3	175.4	191.4	2
31.4	68.9	63.8	2.6	5.9	5.9	3.2	9.1	8.0	5.3	16.5	14.6	9.1	23.8	22.0	3
44.3	98.8	99.6	17.0	41.1	48.1	32.7	66.0	69.8	27.2	59.4	61.9	16.1	50.3	56.7	4
151.5	308.6	334.2	56.7	93.4	96.0	17.6	50.9	56.1	20.5	86.4	96.3	44.4	140.6	156.3	5
37.6	88.8	95.2	2.4	5.0	5.4	2.7	6.3	7.6	3.9	9.9	11.4	4.6	11.2	12.1	6
151.3	698.4	774.9	18.7	114.4	121.4	25.9	163.5	198.8	31.1	199.3	219.8	33.9	210.9	240.3	7
97.2	211.3	216.4	10.6	23.2	23.2	10.6	27.3	29.0	14.0	41.3	50.2	16.8	42.8	47.6	8
37.0	95.3	96.3	2.9	6.6	6.5	2.4	7.4	8.5	4.0	13.4	16.0	6.4	18.8	16.4	9
25.3	59.0	59.3	2.6	8.2	8.4	5.1	10.3	8.8	3.2	13.8	11.8	4.9	13.7	11.3	10
32.2	84.4	87.5	2.8	6.0	5.8	2.1	7.5	8.3	3.7	12.2	15.5	8.2	24.2	25.7	11
20.5	50.4	50.2	1.5	3.2	3.6	.9	2.4	3.0	1.5	4.5	5.3	3.7	10.1	10.5	12
27.2	84.1	83.5	4.2	12.7	13.3	7.2	20.9	25.0	7.8	25.0	27.9	4.9	22.1	22.5	13
32.6	135.8	134.7	7.2	37.7	39.2	9.3	30.4	44.3	9.2	47.3	51.8	5.2	32.2	33.0	14
27.1	60.3	74.5	1.1	3.0	3.5	1.2	2.6	2.8	3.5	8.8	11.0	5.5	9.7	11.6	15
21.8	102.7	120.3	2.9	12.3	14.3	1.6	7.8	14.4	2.1	12.4	17.1	4.9	22.6	31.1	16
51.6	164.8	173.4	7.8	24.8	25.2	6.8	23.9	27.3	10.4	37.6	40.8	14.7	51.5	52.5	17
53.8	120.1	118.6	6.2	7.9	7.4	3.4	5.3	5.6	1.3	1.1	.7	4.3	14.9	17.1	18
49.2	110.3	116.4	6.2	15.9	16.4	5.0	13.5	15.6	5.9	17.6	19.5	8.3	25.7	27.6	19
17.0	45.7	52.4	2.2	5.2	6.0	1.3	4.5	5.5	1.9	7.0	7.7	3.9	11.4	13.4	20
21.2	46.8	54.8	1.3	1.4	1.5	.9	1.0	1.1	1.7	1.9	2.1	3.5	5.8	5.5	21
246.5	751.7	811.7	27.6	90.4	99.8	27.3	119.7	142.7	37.6	136.2	148.7	60.9	181.6	190.3	22

Note. Any slight differences between the totals and their components in the tables in this bulletin, are due to the rounding of the figures.

TABLE 3. Percentage Changes in Retail Trade — 1952-51 By Provinces and Kinds of Business

Kind of Business	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<b>Total — All Trades .....</b>	<b>+ 8.6</b>	<b>+ 9.7</b>	<b>+ 9.2</b>	<b>+ 6.6</b>	<b>+ 6.1</b>	<b>+ 16.6</b>	<b>+ 10.5</b>	<b>+ 8.7</b>
Grocery & Combination Stores .....	+ 7.3	+ 6.4	+ 8.8	+ 5.7	+ 4.9	+ 9.0	+ 10.4	+ 9.1
Meat Stores .....	- 6.8	+ 15.0	- 6.9	- 7.4	+ 0.6	- 12.6	- 11.4	- 7.3
General Stores .....	+ 5.2	+ 2.1	+ 4.3	+ 0.8	+ 17.1	+ 5.8	+ 4.2	+ 12.9
Department Stores .....	+ 8.9	+ 15.6	+ 6.8	+ 8.3	+ 2.8	+ 10.3	+ 11.5	+ 11.1
Variety Stores .....	+ 9.2	+ 13.4	+ 8.9	+ 7.2	+ 8.6	+ 20.5	+ 15.3	+ 8.4
Motor Vehicle Dealers .....	+ 12.2	+ 12.9	+ 12.0	+ 10.9	+ 6.2	+ 21.6	+ 10.3	+ 13.9
Garages & Filling Stations .....	+ 6.3	+ 3.8	+ 8.7	+ 2.4	+ 0.2	+ 6.5	+ 21.5	+ 11.2
Men's Clothing Stores .....	+ 3.8	+ 16.4	+ 7.1	+ 1.1	- 1.1	+ 14.8	+ 19.7	- 12.3
Family Clothing Stores .....	+ 5.3	+ 9.0	+ 21.6	+ 0.5	+ 3.6	- 14.7	- 14.3	- 17.3
Women's Clothing Stores .....	+ 5.7	+ 15.1	+ 2.3	+ 3.7	- 3.7	+ 11.0	+ 27.0	+ 6.3
Shoe Stores .....	+ 4.4	+ 11.1	+ 5.5	- 0.4	+ 12.4	+ 27.9	+ 19.3	+ 4.6
Hardware Stores .....	+ 3.7	+ 5.3	+ 0.8	- 0.7	+ 4.3	+ 20.0	+ 11.4	+ 1.4
Lumber & Building Materials Dealers .....	+ 6.3	- 6.0	+ 6.8	- 0.8	+ 3.9	+ 45.6	+ 9.6	+ 2.4
Furniture Stores .....	+ 21.5	+ 35.1	+ 17.3	+ 23.6	+ 15.0	+ 8.6	+ 25.2	+ 19.8
Appliance & Radio Stores .....	+ 20.9	+ 18.5	+ 6.4	+ 17.2	+ 16.4	+ 84.9	+ 37.6	+ 37.5
Restaurants .....	+ 5.5	+ 2.5	+ 6.2	+ 5.3	+ 1.5	+ 14.1	+ 8.5	+ 2.0
Coal & Wood Dealers .....	+ 1.6	+ 10.4	+ 3.2	- 1.2	- 7.4	+ 4.8	- 36.4	+ 14.7
Drug Stores .....	+ 7.6	+ 5.6	+ 11.0	+ 5.5	+ 3.7	+ 15.3	+ 11.0	+ 7.5
Jewellery Stores .....	+ 10.9	+ 4.3	- 0.6	+ 14.7	+ 16.4	+ 21.3	+ 10.4	+ 17.5
Tobacco Stores .....	+ 14.0	- 11.0	+ 17.5	+ 16.9	+ 1.0	+ 10.7	+ 9.6	- 4.3
All Other Trades .....	+ 10.4	+ 15.4	+ 13.1	+ 8.0	+ 10.4	+ 19.2	+ 9.2	+ 4.8

# RETAIL TRADE, 1952

— SALES BY TRADES  
— % CHANGE FROM 1951

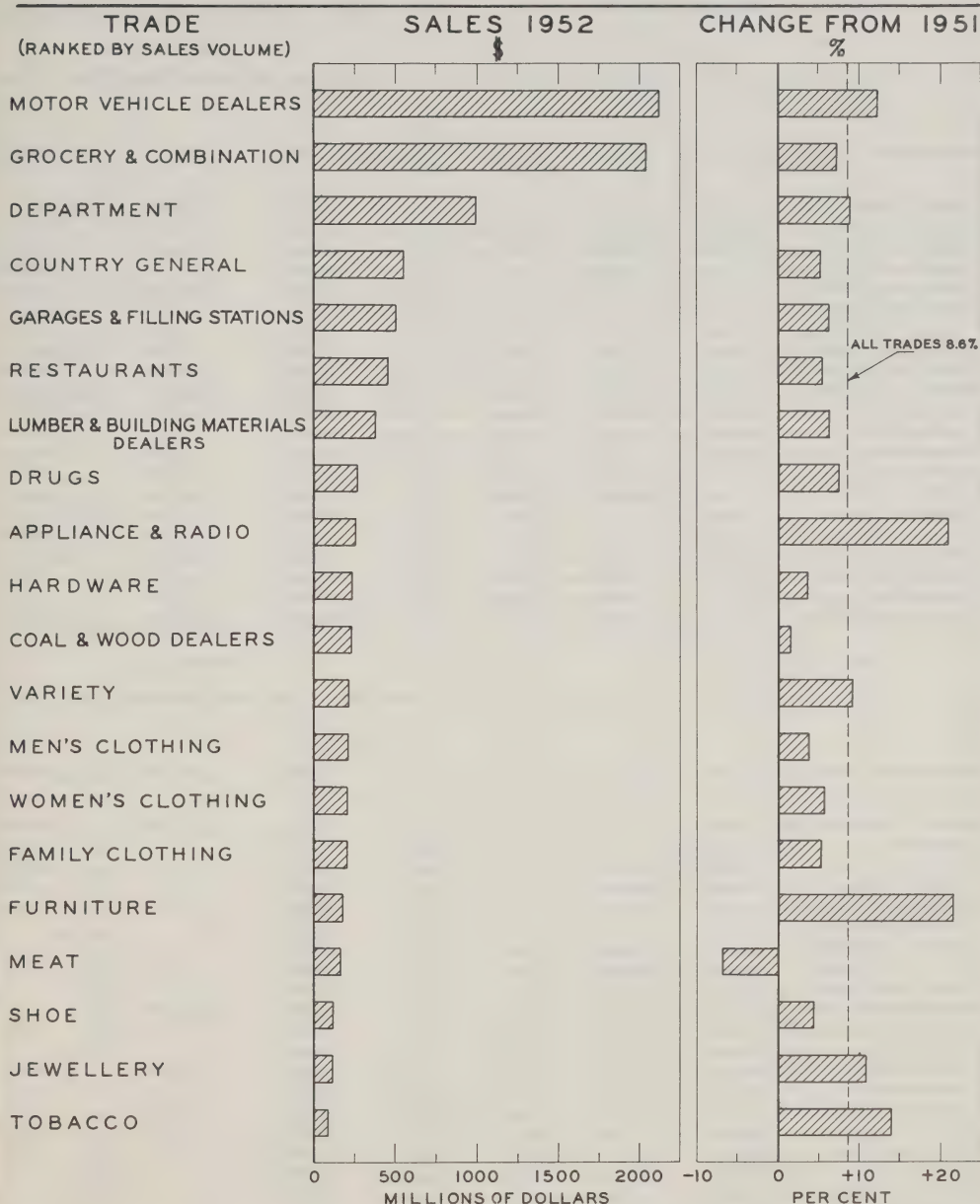




TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1952

(in thousands of dollars)

No.	Kind of Business	All Stores	Chain Stores	Independent Stores
		Canada		
1	Total, All Trades .....	11,575,478	1,929,750	9,645,728
2	Grocery & Combination Stores.....	2,039,454	703,256	1,336,198
3	Meat Stores.....	164,434	6,888	157,546
4	General Stores .....	546,342	37,841	508,501
5	Department Stores .....	996,028	—	996,028
6	Variety Stores .....	213,672	179,618	34,054
7	Motor Vehicle Dealers .....	2,119,195	23,529	2,095,666
8	Garages & Filling Stations .....	503,711	3,804	499,907
9	Men's Clothing Stores.....	209,390	24,909	184,481
10	Family Clothing Stores.....	203,238	33,239	169,999
11	Women's Clothing Stores .....	203,777	44,411	159,366
12	Shoe Stores.....	116,357	41,550	74,807
13	Hardware Stores.....	234,981	12,672	222,309
14	Lumber & Building Materials Dealers .....	380,073	90,820	289,253
15	Furniture Stores.....	177,654	43,784	133,870
16	Appliance & Radio Dealers.....	254,228	51,199	203,029
17	Restaurants .....	457,073	29,834	427,239
18	Coal & Wood Dealers .....	234,513	4,670	229,843
19	Drug Stores.....	267,067	33,504	233,563
20	Jewellery Stores .....	115,966	35,973	79,993
21	Tobacco Stores .....	89,282	17,442	71,840
22	All Other Trades .....	2,049,043	510,807	1,538,236
		Manitoba		
1	Total, All Trades .....	645,232	84,117	561,115
2	Grocery & Combination Stores.....	94,196	31,300	62,896
3	Meat Stores.....	5,906	—	5,906
4	General Stores .....	48,138	3,462	44,676
5	Department Stores .....	96,017	—	96,017
6	Variety Stores .....	5,430	5,177	253
7	Motor Vehicle Dealers .....	121,436	1	1
8	Garages & Filling Stations .....	23,220	1	1
9	Men's Clothing Stores.....	6,546	815	5,731
10	Family Clothing Stores.....	8,443	1	1
11	Women's Clothing Stores .....	5,766	1,878	3,888
12	Shoe Stores.....	3,626	719	2,907
13	Hardware Stores.....	13,289	1	1
14	Lumber & Building Materials Dealers .....	39,182	10,995	28,187
15	Furniture Stores.....	3,505	—	3,505
16	Appliance & Radio Dealers .....	14,306	2,013	12,293
17	Restaurants .....	25,216	1,392	23,824
18	Coal & Wood Dealers .....	7,351	—	7,351
19	Drug Stores.....	16,436	1	1
20	Jewellery Stores .....	6,005	1	1
21	Tobacco Stores .....	1,455	1	1
22	All other Trades .....	99,763	21,347	78,416

1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

TABLE 4. Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business, 1952

(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	No.
Atlantic Provinces			Quebec			Ontario			
978,017	147,991	830,026	2,662,908	401,482	2,261,426	4,387,871	877,775	3,510,096	1
201,479	28,325	173,154	588,012	150,719	437,293	770,314	378,777	391,537	2
7,471	—	7,471	42,644	—	42,644	63,819	5,540	58,279	3
111,296	7,257	104,039	98,805	8,250	90,555	99,577	6,997	92,580	4
80,532	—	80,532	176,573	—	176,573	334,159	—	334,159	5
21,964	19,524	2,440	60,005	47,435	12,570	95,189	83,572	11,617	6
155,109	1	1	408,952	1	1	774,855	7,198	767,657	7
40,462	1	1	96,895	1	1	216,350	1	1	8
13,374	1	1	52,184	3,580	48,604	96,327	16,530	79,797	9
30,033	2,978	27,055	73,546	18,159	55,387	59,281	9,607	49,674	10
9,963	1,236	8,727	51,062	10,392	40,670	87,480	19,648	67,832	11
8,211	1	1	35,455	12,299	23,156	50,170	22,743	27,427	12
14,238	1	1	48,558	6,708	41,850	83,518	2,980	80,538	13
15,179	—	15,179	61,908	1	1	134,685	16,527	118,158	14
12,327	1	1	61,805	20,229	41,576	74,517	17,475	57,042	15
12,309	1,912	10,397	44,792	14,841	29,951	120,303	19,496	100,807	16
22,288	1	1	115,574	8,321	107,253	173,446	12,096	161,350	17
17,868	—	17,868	67,310	—	67,310	118,647	4,670	113,977	18
18,338	1,615	16,723	53,223	3,994	49,229	116,352	16,925	99,427	19
7,031	1,869	5,162	23,946	6,896	17,050	52,393	15,428	36,965	20
2,238	1	1	22,140	5,176	16,964	54,762	1	1	21
176,307	66,518	109,789	479,519	77,630	401,889	811,727	213,187	598,540	22
Saskatchewan			Alberta			British Columbia			
762,425	95,270	667,155	944,123	129,374	814,749	1,194,902	193,741	1,001,161	1
80,266	19,813	60,453	113,824	35,035	78,789	191,363	59,287	132,076	2
7,961	1	1	14,612	1	1	22,021	1	1	3
69,832	1	1	61,949	1	1	56,745	1	1	4
56,149	—	56,149	96,319	—	96,319	156,279	—	156,279	5
7,558	6,241	1,317	11,433	8,931	2,502	12,093	8,738	3,355	6
198,768	1	1	219,791	1	1	240,284	1	1	7
29,021	1	1	50,186	—	50,186	47,577	1	1	8
8,475	1	1	16,037	1,815	14,222	16,447	1	1	9
8,820	1	1	11,809	1	1	11,306	1	1	10
8,283	1,875	6,408	15,529	2,845	12,684	25,694	6,537	19,157	11
3,038	1	1	5,319	1,425	3,894	10,538	1,842	8,696	12
25,024	—	25,024	27,889	1	1	22,465	1	1	13
44,305	31,402	12,903	51,838	25,322	26,516	32,976	1	1	14
2,826	—	2,826	11,042	—	11,042	11,632	1	1	15
14,397	2,761	11,636	17,051	4,304	12,747	31,070	5,872	25,198	16
27,291	1	1	40,760	903	39,857	52,498	6,389	46,109	17
5,578	—	5,578	702	—	702	17,057	—	17,057	18
15,556	1	1	19,544	2,519	17,025	27,618	6,713	20,905	19
5,513	1	1	7,679	3,510	4,169	13,399	4,916	8,483	20
1,069	1	1	2,088	1	1	5,530	1	1	21
142,695	24,547	118,148	148,722	36,789	111,933	190,310	70,789	119,521	22

TABLE 5. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952

(in thousands of dollars)

Month	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	719,179	749,257	134,222	156,380	13,289	13,486	31,943	36,371
February .....	715,533	769,330	134,827	157,821	12,715	13,062	31,822	35,944
March .....	859,786	868,991	158,458	166,150	14,898	13,359	37,293	40,530
April .....	885,969	966,806	145,249	163,257	13,886	13,180	38,115	42,070
May .....	944,669	1,080,496	158,325	182,907	14,546	13,981	47,120	50,548
June .....	957,324	1,002,629	172,813	168,816	15,460	13,219	47,426	46,413
July .....	884,539	984,956	158,443	173,772	13,446	12,761	47,032	50,007
August .....	914,124	989,260	163,791	176,431	14,483	13,557	47,997	50,916
September .....	900,527	968,070	165,547	165,804	15,141	13,440	46,154	46,527
October .....	918,467	1,032,253	160,502	174,340	15,819	14,756	47,297	48,090
November .....	924,297	1,006,888	165,229	169,865	15,322	13,944	46,007	45,919
December .....	1,036,112	1,156,542	182,806	184,111	17,436	15,689	51,192	53,007
<b>Annual Total .....</b>	<b>10,660,526</b>	<b>11,575,478</b>	<b>1,900,212</b>	<b>2,039,454</b>	<b>176,441</b>	<b>164,434</b>	<b>519,396</b>	<b>546,342</b>
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	59,158	56,576	9,812	10,485	129,905	119,064	31,708	33,725
February .....	59,170	61,368	9,945	11,817	149,537	137,298	29,090	32,461
March .....	73,471	71,514	14,783	14,094	179,162	171,705	33,389	35,908
April .....	76,454	76,452	13,495	16,966	197,775	212,316	37,740	41,496
May .....	78,074	85,400	16,168	17,360	189,657	249,332	43,448	45,401
June .....	70,794	78,620	16,954	17,081	182,686	212,920	44,332	44,723
July .....	55,325	61,036	15,212	16,361	166,788	206,900	46,895	49,294
August .....	62,518	71,002	14,863	16,436	157,239	161,908	45,538	50,177
September .....	73,347	85,929	15,551	16,308	147,433	169,179	42,343	45,221
October .....	82,455	98,931	16,435	18,971	148,272	170,210	44,082	47,027
November .....	102,855	109,783	17,873	19,319	134,937	165,807	38,291	38,780
December .....	121,218	139,417	34,533	38,474	105,677	142,556	37,092	39,498
<b>Annual Total .....</b>	<b>914,839</b>	<b>996,028</b>	<b>195,624</b>	<b>213,672</b>	<b>1,889,068</b>	<b>2,119,195</b>	<b>473,948</b>	<b>503,711</b>
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	12,737	13,522	11,521	12,188	12,351	13,185	6,252	6,070
February .....	11,651	13,028	9,968	10,437	10,984	12,313	5,270	6,082
March .....	16,192	15,453	14,233	13,890	16,306	15,648	8,127	8,004
April .....	15,842	17,670	15,329	18,033	16,217	18,350	9,195	11,002
May .....	17,667	18,333	16,332	17,801	17,548	17,928	10,553	11,171
June .....	18,144	16,746	17,027	17,088	17,909	17,474	11,438	11,356
July .....	13,794	14,168	13,953	15,022	14,545	15,113	8,415	8,727
August .....	13,128	13,551	13,416	14,672	13,631	13,775	8,335	9,026
September .....	15,361	14,801	15,377	15,432	15,692	16,023	10,042	9,802
October .....	17,161	18,994	18,818	21,073	15,750	19,086	9,047	9,731
November .....	20,524	21,132	20,069	20,651	16,661	17,863	10,939	10,062
December .....	29,487	31,992	26,920	26,951	25,201	27,019	13,876	15,324
<b>Annual Total .....</b>	<b>201,688</b>	<b>209,390</b>	<b>192,963</b>	<b>203,238</b>	<b>192,795</b>	<b>203,777</b>	<b>111,489</b>	<b>116,357</b>

TABLE 5. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1951 and 1952 - Continued

(in thousands of dollars)

Month	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	13, 188	12, 622	23, 073	20, 309	10, 222	9, 743	20, 601	16, 627
February .....	12, 067	12, 255	20, 982	20, 116	10, 390	10, 597	18, 620	17, 252
March .....	14, 578	14, 571	22, 954	21, 241	12, 582	12, 802	20, 457	20, 485
April .....	18, 977	19, 331	28, 333	25, 575	13, 175	12, 545	22, 474	18, 933
May .....	23, 652	23, 228	36, 448	34, 535	12, 281	16, 828	16, 031	22, 050
June .....	22, 484	22, 049	36, 681	36, 664	12, 728	16, 808	15, 296	20, 939
July .....	19, 632	20, 089	34, 956	36, 776	10, 925	15, 211	14, 305	19, 631
August .....	19, 248	20, 640	36, 702	38, 608	11, 710	15, 917	13, 717	18, 665
September .....	20, 186	21, 630	32, 688	39, 665	12, 476	15, 831	14, 703	21, 224
October .....	20, 932	22, 095	34, 345	42, 368	12, 293	16, 462	15, 580	20, 778
November .....	18, 878	20, 331	29, 179	34, 916	12, 582	15, 955	16, 738	24, 579
December .....	22, 769	26, 140	21, 270	29, 300	14, 909	18, 955	21, 716	33, 065
Annual Total .....	226, 591	234, 981	357, 611	380, 073	146, 273	177, 654	210, 238	254, 228
Restaurants			Coal & Wood Dealers		Drug Stores			
	1951	1952	1951	1952	1951	1952		
January .....	30, 615	32, 029	24, 120	27, 467	18, 976		20, 851	
February .....	27, 450	32, 606	22, 887	24, 004	19, 856		21, 123	
March .....	32, 816	33, 807	19, 127	21, 238	20, 715		21, 702	
April .....	34, 108	36, 828	12, 325	12, 189	18, 698		21, 550	
May .....	36, 455	39, 271	12, 319	13, 228	19, 756		21, 739	
June .....	36, 402	37, 528	13, 885	13, 086	20, 495		21, 053	
July .....	40, 868	43, 142	14, 716	14, 022	18, 983		20, 444	
August .....	43, 054	44, 647	17, 122	16, 637	20, 401		21, 974	
September .....	39, 408	40, 046	19, 791	21, 591	20, 591		21, 812	
October .....	39, 874	41, 541	23, 974	26, 594	21, 358		23, 040	
November .....	36, 529	38, 286	25, 640	20, 904	20, 366		21, 270	
December .....	35, 562	37, 342	24, 852	23, 553	28, 294		30, 509	
Annual Total .....	433, 141	457, 073	230, 758	234, 513	248, 289		267, 067	
Jewellery Stores			Tobacco Stores		All Other Trades			
	1951	1952	1951	1952	1951	1952		
January .....	6, 148	6, 282	5, 570	6, 367	113, 768		125, 908	
February .....	5, 815	6, 280	5, 471	6, 404	107, 016		127, 062	
March .....	7, 311	6, 652	6, 011	6, 688	136, 923		143, 550	
April .....	6, 755	6, 972	6, 036	7, 063	145, 791		175, 028	
May .....	7, 198	8, 596	6, 379	7, 360	164, 712		183, 499	
June .....	8, 051	8, 779	7, 167	7, 933	169, 152		173, 334	
July .....	7, 094	8, 238	5, 919	7, 429	163, 293		176, 813	
August .....	8, 228	9, 060	6, 205	6, 970	182, 798		204, 691	
September .....	7, 766	8, 805	6, 478	7, 290	164, 452		171, 910	
October .....	8, 103	9, 341	6, 926	7, 706	159, 444		181, 119	
November .....	9, 497	10, 224	7, 015	8, 195	159, 366		179, 103	
December .....	22, 600	26, 737	9, 114	9, 877	189, 588		207, 026	
Annual Total .....	104, 566	115, 966	78, 291	89, 282	1, 856, 303		2, 049, 043	



**TABLE 5. Atlantic Provinces — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952— Continued**  
(in thousands of dollars)

Month	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	60,122	62,545	14,037	15,601	480	585	7,347	7,785
February .....	58,640	60,458	14,113	16,017	487	575	6,730	6,910
March .....	74,803	73,609	16,264	17,289	539	537	8,371	8,647
April .....	73,108	81,288	15,066	16,530	507	610	8,247	8,982
May .....	79,519	94,500	15,502	17,823	526	648	10,390	11,135
June .....	80,331	86,189	16,661	16,010	533	706	10,129	9,544
July .....	74,014	82,363	15,658	16,631	526	618	9,720	10,222
August .....	75,310	83,411	15,771	17,366	552	616	9,566	9,875
September .....	73,244	81,362	16,300	16,757	636	648	9,431	9,198
October .....	74,437	85,595	15,454	16,422	526	589	9,600	9,603
November .....	75,762	84,319	15,894	16,381	533	616	9,308	9,104
December .....	92,572	102,378	18,623	18,652	650	723	10,196	10,291
<b>Annual Total .....</b>	<b>891,862</b>	<b>978,017</b>	<b>189,343</b>	<b>201,479</b>	<b>6,495</b>	<b>7,471</b>	<b>109,033</b>	<b>111,296</b>
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	3,988	3,825	847	886	9,111	7,754	2,607	2,866
February .....	4,008	4,156	878	1,009	10,465	8,296	1,930	2,115
March .....	5,579	5,233	1,390	1,393	13,830	11,259	3,016	2,979
April .....	5,880	6,379	1,255	1,660	15,140	16,257	2,676	2,900
May .....	6,523	7,502	1,500	1,758	14,464	21,012	3,382	3,399
June .....	5,468	7,060	1,641	1,670	13,913	16,644	3,835	3,538
July .....	4,337	5,048	1,523	1,691	11,753	14,385	4,249	4,188
August .....	4,640	5,754	1,497	1,760	10,754	11,638	3,712	4,294
September .....	4,944	7,026	1,552	1,742	10,280	12,200	4,097	4,258
October .....	6,356	7,977	1,632	1,915	10,365	13,141	3,432	3,732
November .....	7,873	8,927	1,738	2,072	9,157	11,544	3,133	3,086
December .....	10,048	11,645	3,909	4,408	8,146	10,979	2,902	3,107
<b>Annual Total .....</b>	<b>69,644</b>	<b>80,532</b>	<b>19,362</b>	<b>21,964</b>	<b>137,378</b>	<b>155,109</b>	<b>38,971</b>	<b>40,462</b>
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	782	885	1,518	1,676	550	594	410	415
February .....	588	709	1,255	1,399	459	531	339	355
March .....	879	942	1,956	1,973	727	698	539	577
April .....	890	1,171	2,119	2,610	709	867	591	791
May .....	973	1,314	2,483	2,706	778	934	611	759
June .....	1,056	1,110	2,594	2,577	712	753	796	833
July .....	921	951	2,129	2,326	657	737	599	669
August .....	782	933	2,041	2,202	686	842	582	656
September .....	875	928	2,145	2,250	639	789	671	724
October .....	956	1,133	2,334	2,817	694	854	567	706
November .....	1,037	1,240	2,723	2,923	836	944	670	619
December .....	1,748	2,058	4,267	4,574	1,211	1,420	1,016	1,107
<b>Annual Total .....</b>	<b>11,487</b>	<b>13,374</b>	<b>27,564</b>	<b>30,033</b>	<b>8,658</b>	<b>9,963</b>	<b>7,391</b>	<b>8,211</b>

**TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1951 and 1952 — Continued**  
(in thousands of dollars)

Month	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	791	661	1,066	684	569	643	730	688
February .....	679	593	1,340	803	446	490	707	546
March .....	895	771	1,179	848	780	685	1,206	783
April .....	1,145	1,095	1,276	1,016	785	878	914	834
May .....	1,285	1,356	1,954	1,342	807	1,325	739	1,045
June .....	1,256	1,403	1,518	1,291	760	1,218	1,018	1,382
July .....	1,192	1,267	1,179	1,480	636	1,030	660	1,056
August .....	1,148	1,252	1,421	1,665	674	948	729	1,129
September .....	1,166	1,416	1,357	1,709	786	985	683	954
October .....	1,254	1,429	1,502	1,593	777	1,229	882	1,177
November .....	1,234	1,312	1,308	1,473	749	1,126	829	1,155
December .....	1,475	1,683	1,050	1,275	1,354	1,770	1,293	1,560
<b>Annual Total .....</b>	<b>13,520</b>	<b>14,238</b>	<b>16,150</b>	<b>15,179</b>	<b>9,123</b>	<b>12,327</b>	<b>10,390</b>	<b>12,309</b>
Restaurants			Coal & Wood Dealers			Drug Stores		
	1951	1952		1951	1952		1951	1952
January .....	1,375	1,467	1,700	1,709	1,319	1,386		
February .....	1,391	1,585	1,781	2,063	1,476	1,418		
March .....	1,953	1,997	1,538	1,955	1,521	1,547		
April .....	1,777	1,810	1,068	1,171	1,290	1,538		
May .....	1,950	1,968	971	1,080	1,344	1,538		
June .....	1,953	1,940	809	899	1,391	1,417		
July .....	2,220	2,357	761	763	1,386	1,451		
August .....	2,223	2,317	939	861	1,444	1,566		
September .....	1,832	1,762	1,182	1,468	1,387	1,456		
October .....	1,698	1,694	1,506	1,713	1,458	1,542		
November .....	1,653	1,594	2,023	2,203	1,347	1,406		
December .....	1,726	1,797	1,910	1,983	2,008	2,073		
<b>Annual Total .....</b>	<b>21,751</b>	<b>22,288</b>	<b>16,188</b>	<b>17,868</b>	<b>17,371</b>	<b>18,338</b>		
Jewellery Stores			Tobacco Stores			All other Trades		
	1951	1952		1951	1952		1951	1952
January .....	358	345	201	192	10,336	11,898		
February .....	319	410	205	211	9,044	10,267		
March .....	515	472	233	211	11,893	12,813		
April .....	387	396	192	176	11,194	13,617		
May .....	430	469	212	184	12,695	15,203		
June .....	500	525	182	158	13,606	15,511		
July .....	471	492	166	157	13,271	14,844		
August .....	574	592	208	182	15,367	16,963		
September .....	531	494	190	168	12,560	14,430		
October .....	513	500	187	166	12,744	15,663		
November .....	572	600	230	188	12,917	15,806		
December .....	1,574	1,736	308	245	17,158	19,292		
<b>Annual Total .....</b>	<b>6,744</b>	<b>7,031</b>	<b>2,514</b>	<b>2,238</b>	<b>152,785</b>	<b>176,307</b>		

TABLE 5. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1951 and 1952 - Continued

(in thousands of dollars)

Month	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	158,421	169,846	38,358	44,607	3,434	3,595	5,307	6,642
February .....	155,580	174,287	38,185	45,384	3,206	3,505	5,780	7,043
March .....	201,575	206,526	44,665	46,648	3,801	3,555	7,013	7,748
April .....	203,449	225,501	40,350	46,712	3,801	3,736	7,390	7,743
May .....	220,037	251,209	45,651	53,187	3,938	3,758	9,290	9,671
June .....	220,090	228,332	49,305	49,419	4,121	3,520	8,432	8,467
July .....	200,705	225,737	45,707	51,581	3,618	3,366	8,246	8,628
August .....	205,656	228,396	46,630	49,950	3,755	3,376	8,718	8,716
September .....	206,783	222,267	46,441	47,090	3,847	3,429	8,530	8,224
October .....	212,958	237,318	46,565	52,634	3,938	3,676	8,623	8,432
November .....	219,819	234,952	46,690	47,729	3,892	3,291	8,432	7,676
December .....	233,039	258,537	51,724	53,071	4,442	3,837	9,000	9,815
<b>Annual Total .....</b>	<b>2,438,112</b>	<b>2,662,908</b>	<b>540,271</b>	<b>588,012</b>	<b>45,793</b>	<b>42,644</b>	<b>94,761</b>	<b>98,805</b>
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	10,318	10,164	2,809	3,042	20,086	19,029	6,062	6,172
February .....	10,293	10,375	2,714	3,324	20,817	21,853	5,616	6,228
March .....	14,191	13,425	4,362	4,072	34,329	37,272	6,062	6,444
April .....	13,998	13,760	3,940	4,930	39,441	44,447	7,310	7,875
May .....	15,242	15,257	5,009	5,372	37,615	49,699	8,023	8,578
June .....	12,812	13,965	5,107	5,156	37,253	39,932	8,023	8,627
July .....	9,181	10,118	4,207	4,542	36,157	42,042	8,647	9,333
August .....	11,006	11,821	4,283	4,766	34,332	32,667	8,201	9,020
September .....	13,786	16,171	4,518	4,699	31,774	33,053	7,844	8,827
October .....	14,529	17,667	4,687	5,454	30,312	31,405	7,844	9,155
November .....	18,444	18,886	4,760	5,014	26,295	34,186	7,934	8,264
December .....	21,466	24,964	8,713	9,634	16,798	23,367	7,577	8,372
<b>Annual Total .....</b>	<b>165,266</b>	<b>176,573</b>	<b>55,109</b>	<b>60,005</b>	<b>365,209</b>	<b>408,952</b>	<b>89,143</b>	<b>96,895</b>
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	3,249	3,721	3,262	3,971	2,604	2,888	1,537	1,572
February .....	2,703	3,038	3,009	3,773	3,074	3,687	1,498	1,847
March .....	4,868	4,429	5,090	5,461	4,630	4,328	2,461	2,588
April .....	4,393	5,044	5,096	6,779	4,605	5,210	3,016	3,706
May .....	5,078	4,903	5,538	6,576	5,077	4,547	3,680	3,697
June .....	4,505	4,605	5,468	6,530	5,404	5,158	3,682	3,761
July .....	3,221	3,390	4,389	5,511	3,569	3,612	2,419	2,458
August .....	2,757	2,859	3,956	5,263	3,388	3,034	2,384	2,477
September .....	3,484	3,816	4,264	5,454	3,804	3,800	2,943	2,833
October .....	3,965	4,809	6,107	8,138	3,617	4,104	2,485	2,833
November .....	5,009	5,043	6,361	7,330	4,060	4,303	3,310	2,837
December .....	5,478	6,527	7,958	8,760	6,089	6,391	4,178	4,846
<b>Annual Total .....</b>	<b>48,710</b>	<b>52,184</b>	<b>60,498</b>	<b>73,546</b>	<b>49,921</b>	<b>51,062</b>	<b>33,593</b>	<b>35,455</b>

TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	2,932	2,746	3,594	3,307	3,224	2,984	3,918	2,351
February .....	2,633	2,328	3,419	3,419	3,584	3,186	3,342	2,519
March .....	3,271	3,009	4,055	3,644	4,568	4,260	4,290	4,006
April .....	4,063	3,706	4,580	4,593	4,697	4,467	5,018	3,566
May .....	5,294	5,032	6,317	5,939	4,676	6,303	3,545	4,666
June .....	4,927	4,648	6,086	5,970	5,087	6,463	2,928	3,068
July .....	4,024	4,184	6,087	6,024	4,059	5,705	3,102	3,661
August .....	4,182	4,287	5,796	6,539	4,351	5,830	2,880	3,455
September .....	4,342	4,477	4,869	6,053	4,633	5,724	3,072	4,472
October .....	4,515	4,886	5,564	6,431	4,383	5,497	3,383	3,704
November .....	4,036	4,143	4,404	5,515	4,581	5,218	3,088	4,022
December .....	3,954	5,112	3,186	4,474	4,852	6,168	3,544	5,302
Annual Total .....	48,173	48,558	57,957	61,908	52,695	61,805	42,110	44,792
	Restaurants		Coal & Wood Dealers		Drug Stores			
	1951	1952	1951	1952	1951		1952	
January .....	7,911	8,064	6,719	8,689	3,889		4,506	
February .....	6,725	8,406	6,785	7,459	4,182		4,514	
March .....	7,833	8,226	5,480	6,200	4,079		4,540	
April .....	8,507	8,940	3,458	3,520	3,743		4,442	
May .....	8,540	9,116	3,327	3,635	3,935		4,407	
June .....	8,623	8,890	3,458	3,537	3,797		4,133	
July .....	9,053	9,846	3,653	3,762	3,724		4,130	
August .....	10,202	10,486	4,632	3,885	3,764		4,103	
September .....	9,756	10,241	5,415	5,691	3,789		4,116	
October .....	10,994	11,731	6,981	7,472	3,975		4,354	
November .....	10,843	11,075	7,568	6,180	3,928		4,298	
December .....	9,839	10,553	7,764	7,280	5,132		5,680	
Annual Total .....	108,826	115,574	65,240	67,310	47,937		53,223	
	Jewellery Stores		Tobacco Stores		All Other Trades			
	1951	1952	1951	1952	1951		1952	
January .....	1,369	1,512	1,405	1,638	26,434		28,646	
February .....	1,296	1,459	1,420	1,588	25,299		29,352	
March .....	1,986	1,491	1,622	1,765	32,919		33,415	
April .....	1,555	1,746	1,515	1,876	32,973		38,703	
May .....	1,686	1,764	1,634	1,911	36,942		43,191	
June .....	1,954	1,803	1,620	1,803	37,498		38,877	
July .....	1,637	1,616	1,399	2,326	34,606		39,902	
August .....	1,847	1,839	1,383	1,689	37,209		52,334	
September .....	1,848	1,796	1,624	1,828	36,200		40,473	
October .....	1,851	1,726	1,614	1,770	37,026		41,440	
November .....	1,932	1,683	1,483	1,696	42,769		46,563	
December .....	5,131	5,511	2,128	2,250	44,086		46,623	
Annual Total .....	24,092	23,946	18,847	22,140	423,961		479,519	



TABLE 5. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	294,366	297,121	51,251	60,134	5,347	5,408	6,419	6,626
February .....	290,730	308,034	51,748	59,950	5,060	5,213	6,518	6,840
March .....	345,919	334,242	61,820	63,509	5,983	5,227	7,015	7,038
April .....	336,573	360,733	55,867	61,259	5,367	4,956	6,916	7,241
May .....	357,185	406,529	60,424	69,302	5,646	5,324	8,788	9,045
June .....	367,826	383,657	66,735	63,478	6,064	4,926	9,186	9,023
July .....	336,618	368,170	59,994	64,972	5,115	4,593	9,781	10,111
August .....	343,122	354,610	63,055	67,335	5,508	5,203	9,978	10,255
September .....	341,192	359,254	63,933	62,180	5,957	5,119	8,297	8,259
October .....	347,775	386,312	60,262	63,991	6,207	5,897	8,200	8,377
November .....	349,110	377,953	63,844	65,292	5,932	5,639	8,294	7,754
December .....	404,351	451,256	69,698	68,912	6,734	6,314	9,384	9,008
Annual Total .....	4,114,767	4,387,871	728,631	770,314	68,920	63,819	98,776	99,577
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	20,855	18,373	4,615	4,819	55,178	48,778	15,010	15,707
February .....	20,199	20,623	4,638	5,425	65,651	58,439	13,948	15,130
March .....	24,842	23,575	6,805	6,329	75,437	65,460	15,646	16,043
April .....	26,089	26,637	6,084	7,477	71,243	76,846	17,331	18,158
May .....	26,459	27,914	7,160	7,598	68,443	93,192	19,443	20,217
June .....	23,483	27,264	7,463	7,504	65,655	79,538	19,651	19,358
July .....	17,738	19,937	6,917	7,303	57,969	73,345	20,281	20,893
August .....	20,027	22,931	6,566	7,193	53,777	52,722	19,017	19,683
September .....	24,549	28,820	7,020	7,172	49,588	57,161	18,171	18,572
October .....	27,293	33,380	7,412	8,394	50,983	58,874	19,433	19,693
November .....	36,092	37,103	8,271	8,663	46,098	59,211	16,901	16,348
December .....	40,931	47,602	15,861	17,312	38,414	51,289	16,473	16,548
Annual Total .....	308,557	334,159	88,812	95,189	698,436	774,855	211,305	216,350
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	5,528	5,723	4,032	3,981	5,876	6,125	3,022	2,717
February .....	5,773	6,394	3,333	3,216	4,593	5,038	2,448	2,644
March .....	7,421	7,009	4,412	4,051	7,160	6,662	3,751	3,316
April .....	7,118	7,716	4,541	4,880	6,832	7,504	3,900	4,456
May .....	8,071	8,194	4,595	4,966	7,243	7,370	4,392	4,519
June .....	8,604	7,411	5,094	4,807	7,434	7,230	4,964	4,737
July .....	6,444	6,374	4,198	4,151	6,351	6,479	3,750	3,735
August .....	6,234	6,249	4,162	4,258	5,794	6,176	3,731	4,031
September .....	7,268	6,656	4,871	4,642	7,201	6,969	4,602	4,358
October .....	7,945	8,570	5,276	6,035	7,076	8,241	4,162	4,229
November .....	9,522	9,564	5,940	6,108	7,320	7,546	5,234	4,527
December .....	15,396	16,467	8,506	8,186	11,493	12,140	6,417	6,901
Annual Total .....	95,324	96,327	58,960	59,281	84,373	87,480	50,373	50,170

TABLE 5. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

Month	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January.....	5,393	4,887	9,599	7,869	4,733	4,450	11,155	8,916
February.....	4,520	4,586	7,967	7,630	4,421	4,917	9,728	8,517
March.....	5,775	5,444	9,467	7,615	5,347	5,683	10,057	9,649
April.....	6,965	7,019	11,376	9,560	5,425	5,106	10,635	7,958
May.....	8,889	8,955	13,900	12,494	4,896	6,751	7,526	9,947
June.....	8,643	8,445	13,575	12,941	4,985	6,810	7,404	10,544
July.....	7,723	7,384	12,537	13,109	4,432	6,119	6,966	9,192
August.....	6,584	6,797	12,990	12,804	4,699	6,600	6,576	8,552
September.....	6,990	6,785	11,876	13,524	5,243	6,779	7,113	9,680
October.....	7,556	7,406	13,358	14,505	5,143	6,930	6,740	9,100
November.....	6,888	7,158	10,961	11,656	4,908	6,577	7,790	11,687
December.....	8,197	8,652	8,227	10,978	6,045	7,795	10,988	16,561
Annual Total .....	84,123	83,518	135,833	134,685	60,277	74,517	102,678	120,303
	Restaurants		Coal and Wood Dealers		Drug Stores			
	1951	1952	1951	1952	1951		1952	
January.....	11,961	12,384	12,371	12,913	8,292		8,927	
February.....	10,789	12,716	11,771	11,760	8,423		8,916	
March.....	13,211	12,748	9,486	10,613	9,166		9,230	
April.....	12,712	13,904	6,243	6,010	8,137		9,197	
May.....	14,171	15,168	6,605	7,087	8,639		9,303	
June.....	13,831	14,431	8,285	7,162	9,337		9,412	
July.....	16,145	17,274	8,884	8,026	8,166		8,672	
August.....	16,657	17,141	9,608	9,908	9,329		9,861	
September.....	15,212	15,360	10,448	11,323	9,506		9,805	
October.....	15,114	15,549	12,370	13,849	9,653		10,156	
November.....	12,805	13,745	12,373	9,261	8,939		9,311	
December.....	12,181	13,026	11,647	10,735	12,745		13,562	
Annual Total .....	164,789	173,446	120,091	118,647	110,332		116,352	
	Jewellery Stores		Tobacco Stores		All Other Trades			
	1951	1952	1951	1952	1951		1952	
January.....	2,905	2,730	3,214	3,713	47,610		51,941	
February.....	2,676	2,848	3,101	3,792	43,425		53,440	
March.....	3,020	2,890	3,333	3,886	56,765		58,265	
April.....	2,984	2,949	3,524	4,165	57,284		67,735	
May.....	3,155	3,806	3,730	4,445	65,010		70,932	
June.....	3,465	3,848	4,536	5,142	69,432		69,646	
July.....	3,042	3,721	3,559	4,135	66,626		68,645	
August.....	3,641	4,209	3,797	4,261	71,392		68,441	
September.....	3,353	3,935	3,843	4,490	66,151		67,665	
October.....	3,671	4,548	4,277	4,967	65,644		73,621	
November.....	4,405	5,011	4,474	5,525	62,119		70,267	
December.....	9,349	11,898	5,451	6,241	80,214		91,129	
Annual Total .....	45,666	52,393	46,839	54,762	751,672		811,727	

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

Month	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	40,802	41,876	6,315	7,069	370	398	2,591	3,205
February .....	40,165	41,796	6,377	7,150	358	402	2,345	3,125
March .....	46,784	44,340	7,362	7,461	393	379	2,756	3,376
April .....	53,135	55,070	7,003	7,630	440	441	3,042	3,858
May .....	54,431	59,696	7,786	8,602	511	543	3,783	4,281
June .....	53,903	54,451	8,165	7,878	575	535	3,824	3,983
July .....	53,141	57,071	7,455	7,998	511	610	3,578	4,099
August .....	50,539	53,305	7,762	8,145	522	555	3,782	4,488
September .....	50,331	55,019	8,042	7,985	575	560	3,496	4,133
October .....	53,715	60,946	7,701	8,217	634	571	3,906	4,319
November .....	55,162	58,170	7,549	7,861	534	464	3,783	4,308
December .....	56,072	63,492	8,302	8,200	446	448	4,237	4,963
<b>Annual Total .....</b>	<b>608,180</b>	<b>645,232</b>	<b>89,819</b>	<b>94,196</b>	<b>5,869</b>	<b>5,906</b>	<b>41,123</b>	<b>48,138</b>
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	6,248	5,617	241	257	8,464	8,265	1,320	1,352
February .....	6,343	6,349	250	290	8,694	8,169	1,066	1,258
March .....	7,292	6,760	350	333	9,952	8,354	1,482	1,411
April .....	7,899	7,409	349	453	12,468	11,972	2,085	2,137
May .....	7,500	8,280	409	435	10,752	13,546	2,038	1,994
June .....	7,237	7,230	426	409	9,723	11,149	2,455	2,236
July .....	6,211	6,316	393	423	12,811	14,400	2,154	2,046
August .....	6,538	6,995	378	388	9,037	9,018	2,502	2,683
September .....	7,413	7,784	381	410	8,121	9,129	2,200	2,234
October .....	8,508	9,836	434	495	9,380	9,724	2,223	2,237
November .....	10,809	11,090	489	527	8,807	8,571	2,085	2,070
December .....	11,436	12,351	902	1,010	6,177	9,139	1,552	1,562
<b>Annual Total .....</b>	<b>93,434</b>	<b>96,017</b>	<b>5,002</b>	<b>5,430</b>	<b>114,386</b>	<b>121,436</b>	<b>23,162</b>	<b>23,220</b>
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	464	425	515	556	382	351	187	200
February .....	343	338	403	411	347	356	148	166
March .....	404	375	484	506	469	448	207	224
April .....	453	459	616	730	513	576	298	384
May .....	428	435	708	704	537	514	333	374
June .....	493	413	698	643	588	481	366	349
July .....	544	602	605	599	498	364	275	301
August .....	581	588	579	569	424	298	254	270
September .....	533	497	708	692	504	587	302	325
October .....	571	592	763	890	492	686	280	335
November .....	927	885	1,003	976	549	418	276	333
December .....	878	937	1,068	1,167	685	687	299	365
<b>Annual Total .....</b>	<b>6,619</b>	<b>6,546</b>	<b>8,150</b>	<b>8,443</b>	<b>5,988</b>	<b>5,766</b>	<b>3,225</b>	<b>3,626</b>

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

Month	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	636	690	2,439	2,186	210	184	1,215	1,099
February .....	813	804	2,072	1,799	283	242	1,146	1,036
March .....	747	807	2,068	1,925	268	226	1,361	1,033
April .....	1,135	1,017	2,876	2,392	305	235	1,214	1,298
May .....	1,173	1,130	4,182	3,825	277	367	922	1,020
June .....	1,249	1,175	4,261	4,196	253	299	833	996
July .....	1,130	1,100	3,948	3,871	253	259	681	856
August .....	1,006	1,099	3,564	3,638	229	310	634	1,022
September .....	1,106	1,157	3,471	4,206	177	270	869	1,339
October .....	1,171	1,406	3,546	4,593	216	315	799	1,380
November .....	1,150	1,196	3,000	3,499	244	384	1,098	1,396
December .....	1,424	1,708	2,277	3,052	332	414	1,513	1,831
Annual Total .....	12,740	13,289	37,704	39,182	3,047	3,505	12,285	14,306
Restaurants			Coal & Wood Dealers			Drug Stores		
	1951	1952		1951	1952		1951	1952
January .....	1,698	1,787		952	1,015		1,159	1,210
February .....	1,503	1,672		738	677		1,431	1,462
March .....	1,847	1,892		770	642		1,302	1,295
April .....	1,986	2,125		476	353		1,202	1,331
May .....	2,347	2,446		373	382		1,310	1,371
June .....	2,158	1,987		405	375		1,294	1,245
July .....	2,228	2,101		365	369		1,232	1,270
August .....	2,117	2,050		437	412		1,356	1,409
September .....	2,188	2,260		738	661		1,277	1,341
October .....	2,449	2,462		881	914		1,301	1,395
November .....	2,181	2,271		929	722		1,230	1,276
December .....	2,136	2,163		873	829		1,763	1,831
Annual Total .....	24,838	25,216		7,937	7,351		15,857	16,436
Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952		1951	1952		1951	1952
January .....	282	308		99	117		5,015	5,585
February .....	271	283		99	116		5,135	5,691
March .....	349	372		115	120		6,806	6,401
April .....	327	339		119	124		8,329	9,807
May .....	365	462		117	123		8,580	8,862
June .....	392	443		124	116		8,384	8,313
July .....	334	455		108	112		7,827	8,920
August .....	370	423		117	114		8,350	8,831
September .....	389	497		117	114		7,724	8,838
October .....	397	462		126	115		7,937	10,002
November .....	509	566		118	109		7,892	9,248
December .....	1,176	1,395		182	175		8,414	9,265
Annual Total .....	5,161	6,005		1,441	1,455		90,393	99,763



TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

Month	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	32,015	40,510	4,490	5,738	532	498	3,630	4,230
February .....	32,808	40,313	4,708	5,756	542	511	3,497	3,950
March .....	36,644	46,536	5,384	6,071	668	575	4,290	4,741
April .....	54,035	69,790	5,274	6,171	639	562	4,554	5,352
May .....	67,982	72,149	6,161	7,212	783	733	6,006	6,150
June .....	61,808	64,578	6,872	6,563	879	664	6,006	5,609
July .....	59,848	67,718	6,609	6,946	778	672	5,742	5,885
August .....	68,711	83,656	6,753	7,476	817	714	5,874	6,632
September .....	61,364	69,398	6,874	7,052	880	714	6,534	6,684
October .....	63,620	74,280	6,604	7,148	936	771	6,930	6,937
November .....	57,576	65,024	6,795	6,991	831	827	6,006	6,150
December .....	57,405	68,473	7,100	7,142	827	720	6,930	7,512
Annual Total .....	653,816	762,425	73,624	80,266	9,112	7,961	65,999	69,832
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	2,922	3,322	283	353	7,029	8,796	899	1,110
February .....	3,089	3,447	327	430	7,356	9,517	818	1,102
March .....	3,551	3,803	380	465	8,991	12,821	790	1,223
April .....	4,306	4,397	413	617	17,492	22,577	1,445	2,075
May .....	4,565	4,789	490	560	20,270	22,298	3,080	2,669
June .....	4,159	4,063	537	571	17,328	18,606	2,508	2,545
July .....	2,994	3,174	505	593	15,693	17,960	3,189	3,408
August .....	3,473	3,861	506	572	16,184	19,435	4,034	4,032
September .....	3,907	4,587	458	523	14,713	18,945	3,216	3,506
October .....	5,414	6,394	534	678	15,039	18,820	3,380	3,632
November .....	5,825	6,280	654	761	13,405	16,193	2,126	1,766
December .....	6,693	8,032	1,187	1,435	9,972	12,800	1,771	1,953
Annual Total .....	50,898	56,149	6,274	7,558	163,472	198,768	27,256	29,021
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	500	576	519	549	486	604	96	144
February .....	414	536	495	474	457	513	116	170
March .....	464	605	498	480	474	547	129	178
April .....	597	770	572	788	634	776	181	287
May .....	625	768	754	797	660	697	247	298
June .....	630	596	767	645	588	535	253	246
July .....	415	439	541	617	517	562	219	251
August .....	444	506	508	541	606	557	187	233
September .....	614	571	1,063	559	629	660	185	242
October .....	745	967	1,722	1,166	824	1,032	223	317
November .....	857	950	1,513	1,021	752	850	253	318
December .....	1,080	1,191	1,386	1,184	832	950	287	354
Annual Total .....	7,385	8,475	10,338	8,820	7,459	8,283	2,376	3,038

TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

Month	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	813	1,128	1,426	2,259	135	126	374	Not Available
February .....	730	1,133	1,562	1,913	164	204	595	
March .....	876	1,405	1,269	1,604	172	197	416	
April .....	1,481	2,371	1,687	1,969	242	225	999	
May .....	2,544	2,148	2,687	3,701	177	195	569	
June .....	2,002	2,079	3,201	4,167	239	188	745	
July .....	1,814	2,270	3,612	4,703	211	257	691	
August .....	2,169	2,472	4,064	5,418	185	243	945	
September .....	2,169	2,670	3,353	5,248	195	179	473	
October .....	2,148	2,300	3,021	5,681	247	333	802	
November .....	1,835	2,152	2,649	4,546	301	323	524	
December .....	2,273	2,896	1,903	3,096	333	356	653	
Annual Total .....	20,854	25,024	30,434	44,305	2,601	2,826	7,786	14,397
	Restaurants		Coal & Wood Dealers		Drug Stores			
	1951	1952	1951	1952	1951	1952		
January .....	1,579	1,800	634	762	998	1,200		
February .....	1,530	1,837	554	546	984	1,199		
March .....	1,655	1,990	479	488	999	1,253		
April .....	1,817	2,259	266	202	977	1,226		
May .....	2,053	2,239	176	202	1,063	1,210		
June .....	2,243	2,394	202	238	1,102	1,132		
July .....	2,297	2,450	250	270	1,086	1,143		
August .....	2,318	2,726	314	375	1,101	1,274		
September .....	2,011	2,401	485	517	1,102	1,286		
October .....	2,035	2,482	613	760	1,284	1,530		
November .....	2,104	2,293	639	548	1,229	1,325		
December .....	2,271	2,420	713	670	1,561	1,778		
Annual Total .....	23,913	27,291	5,325	5,578	13,486	15,556		
	Jewellery Stores		Tobacco Stores		All Other Trades			
	1951	1952	1951	1952	1951	1952		
January .....	233	268	66	78	4,371	6,494		
February .....	187	210	67	78	4,616	5,855		
March .....	307	228	101	96	4,751	6,910		
April .....	270	299	71	84	10,118	15,483		
May .....	347	593	79	90	14,646	13,754		
June .....	373	544	77	84	11,097	11,807		
July .....	305	355	71	81	12,309	14,633		
August .....	313	321	77	90	17,839	25,097		
September .....	291	375	74	78	12,138	11,478		
October .....	337	438	80	88	10,702	11,840		
November .....	482	507	79	87	8,717	9,782		
December .....	1,099	1,375	124	137	8,410	9,762		
Annual Total .....	4,544	5,513	966	1,069	119,714	142,695		

TABLE 5. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1951 and 1952 - Continued

(in thousands of dollars)

	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1952	1952
January .....	55,280	57,975	7,133	8,373	1,172	1,168	3,685	4,182
February .....	58,638	60,021	7,202	8,523	1,206	1,086	3,685	4,095
March .....	63,320	69,142	8,401	9,334	1,370	1,243	4,279	4,541
April .....	73,151	77,533	7,781	8,867	1,302	1,123	4,398	4,715
May .....	74,415	86,378	8,595	10,127	1,288	1,223	4,993	5,509
June .....	76,010	80,688	9,500	9,584	1,253	1,076	5,528	5,109
July .....	70,000	80,728	8,401	9,630	1,169	1,185	4,934	5,176
August .....	77,157	84,323	8,773	9,706	1,432	1,291	5,052	5,505
September .....	76,446	81,931	9,139	9,320	1,368	1,207	5,290	5,379
October .....	74,522	86,741	8,919	9,884	1,565	1,333	5,765	5,857
November .....	73,053	84,892	9,080	9,706	1,585	1,267	5,409	5,563
December .....	82,793	93,771	10,205	10,770	1,786	1,410	6,419	6,318
<b>Annual Total .....</b>	<b>854,785</b>	<b>944,123</b>	<b>103,129</b>	<b>113,824</b>	<b>16,496</b>	<b>14,612</b>	<b>59,437</b>	<b>61,949</b>
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	5,601	5,707	468	531	12,953	12,260	2,645	3,274
February .....	5,628	6,145	520	630	16,939	13,722	3,058	3,489
March .....	6,902	6,971	664	709	15,743	16,673	2,934	3,858
April .....	7,151	6,894	685	918	21,321	20,244	3,430	4,469
May .....	6,752	8,143	761	736	19,131	23,115	3,636	4,106
June .....	6,709	7,118	861	890	17,934	20,997	3,967	4,344
July .....	5,534	6,087	818	923	15,743	20,328	4,173	4,816
August .....	6,379	7,355	777	827	17,337	17,505	4,173	5,981
September .....	7,194	8,057	770	817	17,138	19,674	3,430	3,930
October .....	8,085	9,751	827	1,018	15,742	18,306	4,132	4,632
November .....	9,236	10,880	949	1,168	15,145	18,404	2,521	3,307
December .....	11,243	13,211	1,814	2,266	14,148	18,563	3,223	3,980
<b>Annual Total .....</b>	<b>86,414</b>	<b>96,319</b>	<b>9,914</b>	<b>11,433</b>	<b>199,274</b>	<b>219,791</b>	<b>41,322</b>	<b>50,186</b>
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	947	1,146	733	681	827	957	277	317
February .....	703	964	718	658	697	764	189	268
March .....	818	946	982	798	865	931	335	335
April .....	1,076	1,258	1,039	952	930	1,231	398	513
May .....	1,028	1,377	1,180	1,046	1,169	1,415	415	483
June .....	1,227	1,209	1,212	942	1,042	1,197	417	489
July .....	900	1,136	1,033	889	1,005	1,381	348	432
August .....	895	1,027	1,008	814	907	1,015	389	433
September .....	973	1,050	1,179	964	1,038	1,202	375	420
October .....	1,304	1,533	1,436	1,186	1,085	1,948	447	515
November .....	1,352	1,880	1,390	1,295	1,092	1,468	411	569
December .....	2,178	2,511	1,868	1,584	1,569	2,020	457	545
<b>Annual Total .....</b>	<b>13,401</b>	<b>16,037</b>	<b>13,778</b>	<b>11,809</b>	<b>12,226</b>	<b>15,529</b>	<b>4,458</b>	<b>5,319</b>



TABLE 5. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Continued

(in thousands of dollars)

Month	Hardware Stores		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	1,316	1,371	2,830	2,361	653	694	1,125	1,047
February .....	1,275	1,399	2,583	2,466	723	806	1,058	1,111
March .....	1,442	1,573	2,651	2,917	635	778	978	1,655
April .....	2,128	2,424	3,686	3,379	812	724	1,251	1,523
May .....	2,518	2,533	4,342	4,280	697	790	996	1,281
June .....	2,370	2,369	4,941	5,014	679	849	783	950
July .....	1,977	1,953	4,895	5,102	582	882	773	1,153
August .....	2,365	2,813	5,571	5,730	785	928	534	931
September .....	2,376	2,973	4,884	5,518	679	934	805	1,166
October .....	2,406	2,685	4,355	5,948	741	1,178	1,334	2,077
November .....	1,963	2,455	3,889	5,208	918	1,301	1,602	2,176
December .....	2,899	3,341	2,689	3,915	918	1,178	1,156	1,981
Annual Total .....	25,035	27,889	47,316	51,838	8,822	11,042	12,395	17,051
Restaurants			Coal and Wood Dealers		Drug Stores			
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	2,372	2,614	152	122	1,323	1,495		
February .....	2,146	2,603	113	85	1,359	1,474		
March .....	2,525	2,877	95	89	1,416	1,549		
April .....	2,815	3,060	41	24	1,300	1,542		
May .....	3,334	4,120	49	32	1,398	1,599		
June .....	3,083	3,600	42	21	1,477	1,499		
July .....	3,869	4,075	30	16	1,385	1,525		
August .....	3,755	3,938	32	26	1,342	1,547		
September .....	3,715	3,724	65	46	1,502	1,648		
October .....	3,197	3,379	121	94	1,510	1,730		
November .....	3,341	3,481	204	67	1,428	1,500		
December .....	3,417	3,289	160	80	2,190	2,436		
Annual Total .....	37,569	40,760	1,104	702	17,610	19,544		
Jewellery Stores			Tobacco Stores		All Other Trades			
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	431	493	151	171	8,486	9,011		
February .....	385	392	141	158	8,310	9,183		
March .....	391	433	129	140	9,765	10,792		
April .....	411	432	149	168	11,047	13,073		
May .....	483	584	167	176	11,483	13,703		
June .....	511	568	161	184	12,313	12,679		
July .....	496	544	134	161	11,821	13,334		
August .....	544	553	135	165	14,972	16,233		
September .....	482	530	151	182	13,893	13,190		
October .....	511	652	165	164	10,875	12,871		
November .....	573	658	163	165	10,802	12,374		
December .....	1,738	1,840	259	254	12,457	12,279		
Annual Total .....	6,956	7,679	1,905	2,088	136,224	148,722		



TABLE 5. British Columbia - Estimated Retail Trade - by Kinds of Business and Months, 1951 and 1952 - Continued

(in thousands of dollars)

Month	Total All Trades		Grocery and Combination Stores		Meat Stores		General Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	78,173	79,384	12,638	14,858	1,954	1,834	2,964	3,701
February .....	78,972	84,421	12,494	15,041	1,856	1,770	3,267	3,981
March .....	90,741	94,596	14,562	15,838	2,144	1,843	3,569	4,439
April .....	92,518	96,891	13,908	16,088	1,830	1,752	3,568	4,179
May .....	91,100	110,035	14,206	16,654	1,854	1,752	3,870	4,757
June .....	97,356	104,734	15,575	15,884	2,035	1,792	4,321	4,678
July .....	90,213	103,169	14,619	16,014	1,729	1,717	5,031	5,886
August .....	93,629	101,559	15,047	16,453	1,897	1,802	5,027	5,445
September .....	91,167	98,839	14,818	15,220	1,878	1,763	4,576	4,650
October .....	91,440	101,061	14,997	16,044	2,013	1,919	4,273	4,565
November .....	93,815	101,578	15,377	15,905	2,015	1,840	4,777	5,364
December .....	109,880	118,635	17,154	17,364	2,551	2,237	5,026	5,100
<b>Annual Total .....</b>	<b>1,099,004</b>	<b>1,194,902</b>	<b>175,395</b>	<b>191,363</b>	<b>23,756</b>	<b>22,021</b>	<b>50,269</b>	<b>56,745</b>
	Department Stores		Variety Stores		Motor Vehicle Dealers		Garages and Filling Stations	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	9,226	9,568	549	597	17,084	14,182	3,165	3,244
February .....	9,610	10,273	618	709	19,615	17,302	2,654	3,139
March .....	11,114	11,747	832	793	20,880	19,866	3,459	3,950
April .....	11,131	10,976	769	911	20,670	19,973	3,463	3,882
May .....	11,033	13,515	839	901	18,982	26,470	3,846	4,438
June .....	10,926	11,920	919	881	20,880	26,054	3,893	4,075
July .....	9,330	10,356	849	886	16,662	24,440	4,202	4,610
August .....	10,455	12,285	856	930	15,818	18,923	3,899	4,484
September .....	11,554	13,484	852	945	15,819	19,017	3,385	3,894
October .....	12,270	13,926	909	1,017	16,451	19,940	3,638	3,946
November .....	14,576	16,617	1,012	1,114	16,030	17,698	3,591	3,939
December .....	19,401	21,612	2,147	2,409	12,022	16,419	3,594	3,976
<b>Annual Total .....</b>	<b>140,626</b>	<b>156,279</b>	<b>11,151</b>	<b>12,093</b>	<b>210,913</b>	<b>240,284</b>	<b>42,789</b>	<b>47,577</b>
	Men's Clothing Stores		Family Clothing Stores		Women's Clothing Stores		Shoe Stores	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	1,267	1,046	942	774	1,626	1,666	723	705
February .....	1,127	1,049	755	506	1,357	1,424	532	632
March .....	1,338	1,147	811	621	1,981	2,034	705	786
April .....	1,315	1,252	1,346	1,294	1,994	2,186	811	865
May .....	1,464	1,342	1,074	1,006	2,084	2,451	875	1,041
June .....	1,629	1,402	1,194	944	2,141	2,120	980	941
July .....	1,349	1,276	1,058	929	1,948	1,978	805	881
August .....	1,435	1,389	1,162	1,025	1,826	1,853	808	926
September .....	1,614	1,283	1,147	871	1,877	2,016	964	900
October .....	1,675	1,390	1,180	842	1,962	2,221	883	796
November .....	1,820	1,570	1,139	998	2,052	2,334	785	859
December .....	2,729	2,301	1,867	1,496	3,322	3,411	1,222	1,206
<b>Annual Total .....</b>	<b>18,762</b>	<b>16,447</b>	<b>13,675</b>	<b>11,306</b>	<b>24,170</b>	<b>25,694</b>	<b>10,073</b>	<b>10,538</b>

**TABLE 5. British Columbia — Estimated Retail Trade — by Kinds of Business and Months, 1951 and 1952 — Concluded**  
(in thousands of dollars)

Month	Hardware		Lumber and Building Materials Dealers		Furniture Stores		Appliance & Radio Dealers	
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	1,307	1,139	2,119	1,643	698	662	2,084	2,049
February .....	1,417	1,412	2,039	2,086	769	752	2,044	2,591
March .....	1,572	1,562	2,265	2,688	812	973	2,149	2,503
April .....	2,060	1,699	2,852	2,666	909	910	2,443	2,454
May .....	1,949	2,074	3,066	2,954	751	1,097	1,734	3,045
June .....	2,037	1,930	3,099	3,085	725	981	1,585	2,497
July .....	1,772	1,931	2,698	2,487	752	959	1,432	2,664
August .....	1,794	1,920	3,296	2,814	787	1,058	1,419	2,495
September .....	2,037	2,152	2,878	3,407	763	960	1,688	2,490
October .....	1,882	1,983	2,999	3,617	786	980	1,640	2,373
November .....	1,772	1,915	2,968	3,019	881	1,026	1,807	2,789
December .....	2,547	2,748	1,938	2,510	1,075	1,274	2,569	3,120
<b>Annual Total .....</b>	<b>22,146</b>	<b>22,465</b>	<b>32,217</b>	<b>32,976</b>	<b>9,708</b>	<b>11,632</b>	<b>22,594</b>	<b>31,070</b>
Restaurants			Coal & Wood Dealers		Drug Stores			
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	3,719	3,913	1,592	2,257	1,996	2,127	2,127	2,127
February .....	3,366	3,787	1,145	1,414	2,001	2,140	2,140	2,140
March .....	3,792	4,077	1,279	1,251	2,232	2,288	2,288	2,288
April .....	4,494	4,730	773	909	2,049	2,274	2,274	2,274
May .....	4,060	4,214	818	810	2,067	2,311	2,311	2,311
June .....	4,511	4,286	684	854	2,097	2,215	2,215	2,215
July .....	5,056	5,039	773	816	2,024	2,253	2,253	2,253
August .....	5,782	5,989	1,160	1,170	2,065	2,214	2,214	2,214
September .....	4,694	4,298	1,458	1,885	2,028	2,160	2,160	2,160
October .....	4,387	4,244	1,502	1,792	2,177	2,333	2,333	2,333
November .....	3,602	3,827	1,904	1,923	2,065	2,154	2,154	2,154
December .....	3,992	4,094	1,785	1,976	2,895	3,149	3,149	3,149
<b>Annual Total .....</b>	<b>51,455</b>	<b>52,498</b>	<b>14,873</b>	<b>17,057</b>	<b>25,696</b>	<b>27,618</b>	<b>27,618</b>	<b>27,618</b>
Jewellery Stores			Tobacco Stores		All Other Trades			
	1951	1952	1951	1952	1951	1952	1951	1952
January .....	570	626	434	460	11,516	12,333	12,333	12,333
February .....	681	678	438	461	11,187	13,274	13,274	13,274
March .....	743	766	478	470	14,024	14,954	14,954	14,954
April .....	821	811	466	470	14,846	16,610	16,610	16,610
May .....	732	918	440	431	15,356	17,854	17,854	17,854
June .....	856	1,048	467	446	16,822	16,701	16,701	16,701
July .....	809	1,055	482	457	16,833	16,535	16,535	16,535
August .....	939	1,123	488	469	17,669	16,792	16,792	16,792
September .....	872	1,178	479	430	15,786	15,836	15,836	15,836
October .....	823	1,015	477	436	14,516	15,682	15,682	15,682
November .....	1,024	1,199	468	425	14,150	15,063	15,063	15,063
December .....	2,533	2,982	662	575	18,849	18,676	18,676	18,676
<b>Annual Total .....</b>	<b>11,403</b>	<b>13,399</b>	<b>5,779</b>	<b>5,530</b>	<b>181,554</b>	<b>190,310</b>	<b>190,310</b>	<b>190,310</b>

TABLE 6. Department Store Sales and Stocks, by Months and Departments, 1951 and 1952

	Total All Departments						Women's and Misses' Dresses					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January .....	59,158	56,576	- 4.4	189,873	177,063	- 6.7	1,763	1,620	- 8.1	4,441	3,512	- 20.9
February .....	59,170	61,368	+ 3.7	217,112	194,328	- 10.5	2,133	2,150	+ 0.8	5,476	4,512	- 17.6
March .....	73,471	71,514	- 2.7	240,277	206,758	- 14.0	2,931	2,583	- 11.9	6,178	4,862	- 21.3
April .....	76,454	76,452	1	243,224	203,159	- 16.5	3,088	3,048	- 1.3	6,033	4,612	- 23.6
May .....	78,074	85,400	+ 9.4	239,666	199,929	- 16.6	3,997	3,912	- 2.1	5,028	4,653	- 7.5
June .....	70,794	78,620	+ 11.1	224,871	184,942	- 17.8	3,613	3,824	+ 5.8	3,726	3,316	- 11.0
July .....	55,325	61,036	+ 10.3	224,801	189,482	- 15.7	2,159	2,182	+ 1.1	3,230	2,773	- 14.1
August .....	62,518	71,002	+ 13.6	236,426	203,292	- 14.0	2,160	2,138	- 1.0	3,908	3,598	- 7.9
September .....	73,347	85,929	+ 17.2	237,701	209,044	- 12.1	2,351	2,619	+ 11.4	4,107	4,383	+ 6.7
October .....	82,455	98,931	+ 20.0	244,698	225,456	- 7.9	2,455	2,586	+ 5.3	4,264	5,033	+ 18.0
November .....	102,855	109,783	+ 6.7	227,668	229,809	+ 0.9	2,545	2,527	- 0.7	4,182	4,727	+ 13.0
December .....	121,218	139,417	+ 15.0	184,613	186,118	+ 0.8	3,042	3,175	+ 4.4	3,044	3,301	+ 8.4
<b>Annual Total .....</b>	<b>914,839</b>	<b>996,028</b>	<b>+ 8.9</b>				<b>32,237</b>	<b>32,364</b>	<b>+ 0.4</b>			
	Women's and Misses' Coats and Suits						Women's and Misses' Sportswear					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January .....	1,307	1,152	- 11.9	4,283	2,912	- 32.0	1,302	1,299	- 0.2	3,633	3,224	- 11.3
February .....	1,627	1,562	- 4.0	5,885	4,358	- 25.9	1,318	1,421	+ 7.8	4,235	3,995	- 5.7
March .....	3,761	3,358	- 10.7	5,968	4,485	- 24.8	1,730	1,549	- 10.5	5,111	4,660	- 8.8
April .....	4,055	3,902	- 3.8	4,988	3,818	- 23.5	1,785	1,886	+ 5.7	5,593	4,951	- 11.5
May .....	2,578	2,564	- 0.5	3,674	3,281	- 10.7	2,224	2,284	+ 2.7	5,488	5,113	- 6.8
June .....	1,136	1,318	+ 16.0	2,958	2,722	- 8.0	2,189	2,380	+ 8.7	4,747	4,511	- 5.0
July .....	761	762	+ 0.1	3,442	3,260	- 5.3	1,646	1,912	+ 16.2	4,722	4,448	- 5.8
August .....	1,464	1,648	+ 12.6	4,997	4,858	- 2.8	1,885	1,996	+ 5.9	5,199	5,222	+ 0.4
September .....	2,646	3,181	+ 20.2	5,241	5,195	- 0.9	2,044	2,605	+ 27.4	4,994	4,920	- 1.5
October .....	3,494	4,702	+ 34.6	4,144	4,036	- 2.6	1,932	2,461	+ 27.4	5,136	5,306	+ 3.3
November .....	2,663	3,041	+ 14.2	3,359	3,466	+ 3.2	2,183	2,425	+ 11.1	4,959	5,529	+ 11.5
December .....	1,343	1,627	+ 21.1	2,577	2,772	+ 7.6	3,015	3,631	+ 20.4	3,336	3,959	+ 18.7
<b>Annual Total .....</b>	<b>26,835</b>	<b>28,817</b>	<b>+ 7.4</b>				<b>23,253</b>	<b>25,849</b>	<b>+ 11.2</b>			
	Furs						Girls' and Infants' Wear					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January .....	1,621	1,407	- 13.2	3,261	3,062	- 6.1	1,500	1,882	+ 25.5	7,424	6,730	- 9.3
February .....	817	639	- 21.8	4,029	3,429	- 14.9	1,692	2,286	+ 35.1	9,250	7,683	- 16.9
March .....	743	640	- 13.9	4,524	3,831	- 15.3	2,998	3,673	+ 22.5	9,955	8,108	- 18.6
April .....	501	414	- 17.4	4,665	3,771	- 19.2	3,085	4,469	+ 44.9	9,931	7,446	- 25.0
May .....	279	222	- 20.4	4,837	3,937	- 18.6	2,982	3,788	+ 27.0	9,452	7,568	- 19.9
June .....	91	120	+ 31.9	5,133	4,271	- 16.8	2,488	3,110	+ 25.0	8,692	7,253	- 16.6
July .....	483	743	+ 53.8	6,437	5,075	- 21.2	1,706	2,049	+ 20.1	9,884	8,412	- 14.9
August .....	995	1,656	+ 66.4	7,212	5,907	- 18.1	2,553	3,370	+ 32.0	11,278	9,344	- 17.1
September .....	1,291	1,695	+ 31.3	6,843	6,357	- 7.1	4,453	5,505	+ 23.6	10,887	8,892	- 18.3
October .....	1,639	2,563	+ 56.4	6,208	6,142	- 1.1	5,927	7,176	+ 21.1	9,910	8,437	- 14.9
November .....	2,806	3,294	+ 17.4	4,651	4,789	+ 3.0	5,765	6,208	+ 7.7	8,787	8,663	- 1.4
December .....	1,915	2,466	+ 28.8	3,845	4,136	+ 7.6	5,530	6,689	+ 21.1	6,571	6,929	+ 5.4
<b>Annual Total .....</b>	<b>13,181</b>	<b>15,859</b>	<b>+ 20.3</b>				<b>40,679</b>	<b>50,215</b>	<b>+ 23.4</b>			

1. Change of less than 0.05 per cent.

Note: Stocks are expressed at selling value as of the month end.



TABLE 6. Department Store Sale and Stocks, by Months and Departments, 1951 and 1952 - Continued

	Lingerie and Corsets							Aprons, Housedresses and Uniforms					
	Sales		Change 1952/51	Stocks		Change 1952/51		Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952			1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%		\$000	\$000	%	\$000	\$000	%
January .....	2,207	2,412	+ 9.3	6,256	5,473	- 12.5		456	446	- 2.2	900	623	- 30.8
February .....	2,243	2,658	+ 18.5	7,287	6,098	- 16.3		463	458	- 1.1	1,094	746	- 31.8
March .....	2,534	2,748	+ 8.4	8,186	7,217	- 11.8		590	598	+ 1.4	1,309	961	- 26.6
April .....	2,592	2,807	+ 8.3	8,397	8,091	- 3.6		639	617	- 3.4	1,466	1,070	- 27.0
May .....	3,027	3,419	+ 13.0	7,740	7,537	- 2.6		790	792	+ 0.3	1,442	1,017	- 29.5
June .....	2,777	3,233	+ 16.4	6,730	6,617	- 1.7		801	858	+ 7.1	1,244	930	- 25.2
July .....	2,209	2,634	+ 19.2	6,530	6,514	- 0.2		571	717	+ 25.6	985	906	- 8.0
August .....	2,206	2,450	+ 11.1	7,202	6,983	- 3.0		416	493	+ 18.5	904	958	+ 6.0
September .....	2,595	3,022	+ 16.5	7,612	7,929	+ 4.2		436	515	+ 18.1	899	953	+ 6.0
October .....	3,036	3,645	+ 20.1	8,350	8,934	+ 7.0		412	494	+ 19.9	935	1,177	+ 25.9
November .....	3,878	4,134	+ 6.6	7,674	9,140	+ 19.1		523	554	+ 5.9	894	1,213	+ 35.7
December .....	5,247	6,034	+ 15.0	5,737	6,929	+ 20.8		771	877	+ 13.7	711	789	+ 11.0
Annual Total .....	34,551	39,196	+ 13.4					6,868	7,419	+ 8.0			
	Millinery							Hosiery and Apparel Accessories					
	Sales		Change 1952/51	Stocks		Change 1952/51		Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952			1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%		\$000	\$000	%	\$000	\$000	%
January .....	380	346	- 8.9	1,017	947	- 6.9		1,870	1,907	+ 2.0	6,571	5,744	- 12.6
February .....	429	524	+ 22.1	1,414	1,312	- 7.2		2,010	2,265	+ 12.7	7,951	6,712	- 15.6
March .....	1,116	1,011	- 9.4	1,409	1,426	+ 1.2		2,978	2,883	- 3.2	8,944	7,385	- 17.4
April .....	971	1,298	+ 33.7	1,202	1,087	- 9.6		2,972	3,338	+ 12.3	8,768	6,420	- 26.8
May .....	866	856	- 1.2	984	1,014	+ 3.0		3,098	3,215	+ 3.8	8,202	6,793	- 17.2
June .....	589	606	+ 2.9	794	811	+ 2.1		2,600	2,654	+ 2.1	7,553	6,196	- 18.0
July .....	311	315	+ 1.3	896	860	- 4.0		1,793	1,819	+ 1.5	7,729	6,675	- 13.6
August .....	640	643	+ 0.5	1,194	1,160	- 2.8		2,190	2,221	+ 1.4	8,933	7,204	- 19.4
September .....	1,169	1,337	+ 14.4	1,167	1,135	- 2.7		3,213	3,362	+ 4.6	9,067	8,214	- 9.4
October .....	987	1,192	+ 20.8	1,185	1,209	+ 2.0		3,546	3,979	+ 12.2	9,911	9,257	- 6.6
November .....	936	988	+ 5.6	1,027	1,113	+ 8.4		4,767	4,778	+ 0.2	9,473	9,584	+ 1.2
December .....	791	900	+ 13.8	703	670	- 4.7		7,214	7,821	+ 8.4	6,072	6,232	+ 2.6
Annual Total .....	9,185	10,016	+ 9.0					38,251	40,242	+ 5.2			
	Women's, Misses' and Children's Shoes							Men's Clothing					
	Sales		Change 1952/51	Stocks		Change 1952/51		Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952			1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%		\$000	\$000	%	\$000	\$000	%
January .....	1,773	1,739	- 1.9	10,618	10,095	- 4.9		2,102	2,014	- 4.2	6,592	6,708	+ 1.8
February .....	1,921	2,194	+ 14.2	12,689	11,452	- 9.7		2,040	1,908	- 6.5	7,973	7,321	- 8.2
March .....	3,346	3,298	- 1.4	13,772	12,420	- 9.8		2,962	2,654	- 10.4	8,839	7,733	- 12.5
April .....	3,636	4,115	+ 13.2	13,222	11,827	- 10.6		2,874	2,719	- 5.4	9,051	7,593	- 16.1
May .....	4,274	4,409	+ 3.2	12,799	11,560	- 9.7		2,612	2,675	+ 2.4	9,347	7,478	- 20.0
June .....	3,492	3,709	+ 6.2	11,776	10,703	- 9.1		2,497	2,630	+ 5.3	8,703	6,660	- 23.5
July .....	2,126	2,287	+ 7.6	11,485	10,489	- 8.7		1,728	1,749	+ 1.2	8,592	6,612	- 23.0
August .....	2,765	2,972	+ 7.5	12,558	11,948	- 4.9		1,624	1,608	- 1.0	9,040	7,483	- 17.2
September .....	3,476	4,003	+ 15.2	12,536	11,917	- 4.9		2,502	2,695	+ 7.7	9,502	7,736	- 18.6
October .....	3,895	4,387	+ 12.6	13,110	12,518	- 4.5		3,006	3,826	+ 27.3	10,205	7,872	- 22.9
November .....	4,878	4,724	- 3.2	12,009	12,615	+ 5.0		3,741	3,859	+ 3.2	9,189	7,810	- 15.0
December .....	4,484	5,317	+ 18.6	10,155	10,393	+ 2.3		3,325	4,022	+ 21.0	7,447	6,622	- 11.1
Annual Total .....	40,066	43,154	+ 7.7					31,013	32,359	+ 4.3			

Note: Stocks are expressed at selling value as of the month end.



TABLE 6. Department Store Sales and Stocks, by Months and Departments, 1951 and 1952 - Continued

	Men's Furnishings						Boy's Clothing and Furnishings					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$'000	\$'000	%	\$'000	\$'000	%	\$'000	\$'000	%	\$'000	\$'000	%
January .....	2,081	2,207	+ 6.1	8,394	7,993	- 4.8	1,123	1,326	+18.1	5,149	4,727	- 8.2
February .....	2,070	2,129	+ 2.9	9,879	8,992	- 9.0	1,061	1,217	+14.7	6,452	5,409	- 16.2
March .....	2,510	2,551	+ 1.6	11,476	9,933	-13.4	2,152	2,145	- 0.3	6,977	5,785	- 17.1
April .....	2,703	2,914	+ 7.8	12,261	10,222	-16.6	2,194	2,612	+19.1	6,973	5,460	- 21.7
May .....	3,212	3,643	+13.4	12,162	10,080	-17.1	2,007	2,141	+ 6.7	6,981	5,336	- 23.6
June .....	3,576	3,994	+11.7	11,282	9,082	-19.5	1,643	1,708	+ 4.0	6,393	4,979	- 22.1
July .....	2,302	2,598	+12.9	11,363	9,723	-14.4	1,057	1,068	+ 1.0	6,580	5,255	- 20.1
August .....	2,294	2,500	+ 9.0	13,105	11,067	-15.6	1,684	1,808	+ 7.4	7,729	6,032	- 22.0
September .....	3,272	3,793	+15.9	14,106	11,973	-15.1	2,358	2,572	+ 9.1	8,300	6,315	- 23.9
October .....	4,668	5,496	+17.7	14,450	12,719	-12.0	3,094	3,703	+19.7	7,916	5,947	- 24.9
November .....	6,566	6,692	+ 1.9	13,266	13,039	- 1.7	3,389	3,430	+ 1.2	6,697	6,009	- 10.3
December .....	9,831	11,021	+12.1	8,633	8,334	- 3.5	3,189	3,608	+13.1	5,080	5,069	- 0.2
Annual Total .....	45,085	49,538	+ 9.9				24,951	27,338	+ 9.6			
	Men's and Boys' Shoes						Food and Kindred Products					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
		\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000
January .....	798	776	- 2.8	4,462	3,851	- 13.7	4,811	5,238	+ 8.9	5,297	4,807	- 9.3
February .....	924	879	- 4.9	5,089	4,168	- 18.1	4,987	5,477	+ 9.8	5,703	4,863	- 14.7
March .....	1,177	1,238	+ 5.2	5,492	4,424	- 19.4	6,113	5,556	- 9.1	5,499	4,610	- 16.2
April .....	1,366	1,383	+ 1.2	5,284	4,257	- 19.4	4,913	5,311	+ 8.1	5,301	4,443	- 16.2
May .....	1,508	1,588	+ 5.3	5,222	4,071	- 22.0	5,074	5,754	+13.4	5,211	4,335	- 16.8
June .....	1,403	1,437	+ 2.4	4,757	3,666	- 22.9	5,309	5,049	- 4.9	5,077	4,069	- 19.9
July .....	973	1,024	+ 5.2	4,573	3,609	- 21.1	4,604	4,810	+ 4.5	4,662	3,896	- 16.4
August .....	1,062	1,159	+ 9.1	5,159	4,138	- 19.8	4,931	4,818	- 2.3	4,825	3,920	- 18.8
September .....	1,211	1,390	+14.8	5,416	4,446	- 17.9	4,868	4,771	- 2.0	4,553	4,018	- 11.8
October .....	1,515	1,681	+11.0	5,579	4,935	- 11.5	5,468	5,570	+ 1.9	5,035	4,268	- 15.2
November .....	2,174	2,036	- 6.3	5,005	5,158	+ 3.1	6,734	6,319	- 6.2	5,068	4,288	- 15.4
December .....	2,570	2,836	+10.4	3,896	4,060	+ 4.2	8,126	7,825	- 3.7	4,255	3,401	- 20.1
Annual Total .....	16,681	17,427	+ 4.5				65,938	66,498	+ 0.8			
	Toiletries, Cosmetics and Drugs						Photographic Equipment and Supplies					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
		\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000
January .....	1,610	1,716	+ 6.6	4,418	4,150	- 6.1	162	163	+ 0.6	867	772	- 11.0
February .....	1,606	1,846	+14.9	4,705	4,469	- 5.2	182	184	+ 1.1	960	804	- 16.2
March .....	1,637	1,807	+10.4	5,017	4,747	- 5.4	209	188	- 10.0	1,002	809	- 19.3
April .....	1,550	1,695	+ 9.4	5,074	4,873	- 4.0	189	188	- 0.5	1,021	791	- 22.5
May .....	1,649	1,873	+13.6	4,977	5,032	+ 1.1	210	236	+12.4	1,016	796	- 21.7
June .....	1,711	1,830	+ 7.0	4,747	4,815	+ 1.4	253	281	+11.1	980	767	- 21.7
July .....	1,514	1,686	+11.4	4,725	4,817	+ 1.9	237	281	+18.6	963	817	- 15.2
August .....	1,517	1,620	+ 6.8	4,725	5,013	+ 6.1	239	272	+13.8	897	810	- 9.7
September .....	1,593	1,798	+12.9	4,662	4,896	+ 5.0	206	231	+12.1	927	864	- 6.8
October .....	1,675	1,935	+15.5	5,533	5,871	+ 6.1	188	209	+11.2	963	1,061	+ 10.2
November .....	2,300	2,438	+ 6.0	5,928	6,606	+11.4	285	335	+17.5	949	1,001	+ 5.5
December .....	3,928	4,250	+ 8.2	4,415	4,891	+10.8	586	715	+22.0	787	789	+ 0.3
Annual Total .....	22,290	24,494	+ 9.9				2,946	3,283	+11.4			

Note: Stocks are expressed at selling value as of the month end.

TABLE 6. Department Store Sale and Stocks, by Months and Departments, 1951 and 1952 - Continued

	Piece Goods						Linens and Domestics					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January .....	2,294	2,420	+ 5.5	8,194	6,894	- 15.9	3,675	3,850	+ 4.8	7,439	6,871	- 7.6
February .....	2,108	2,086	- 1.0	9,277	7,873	- 15.1	2,731	3,026	+ 10.8	8,656	7,536	- 12.9
March .....	2,318	2,295	- 1.0	9,845	8,353	- 15.2	2,255	2,292	+ 1.6	9,757	8,306	- 14.9
April .....	2,154	1,879	- 12.8	9,791	8,394	- 14.3	2,236	2,018	- 9.7	10,065	8,682	- 13.7
May .....	2,071	2,067	- 0.2	9,688	8,150	- 15.9	2,338	2,721	+ 16.4	10,074	8,409	- 16.5
June .....	1,833	1,824	- 0.5	9,144	7,818	- 14.5	2,386	2,724	+ 14.2	9,136	7,499	- 17.9
July .....	1,382	1,394	+ 0.9	9,215	7,763	- 15.8	2,343	2,586	+ 10.4	8,910	7,384	- 17.1
August .....	1,623	1,528	- 5.9	9,607	8,926	- 7.1	2,690	2,886	+ 7.3	9,047	7,288	- 19.4
September .....	1,916	1,998	+ 4.3	9,239	8,378	- 9.3	2,877	3,489	+ 21.3	8,696	7,199	- 17.2
October .....	2,097	2,199	+ 4.9	8,943	8,476	- 5.2	3,048	3,508	+ 15.1	8,846	8,102	- 8.4
November .....	2,162	2,119	- 2.0	7,937	8,025	+ 1.1	3,339	3,467	+ 3.8	8,645	8,842	+ 2.3
December .....	1,733	1,796	+ 3.6	7,835	8,089	+ 3.2	3,551	4,041	+ 13.8	7,703	8,222	+ 6.7
Annual Total .....	23,691	23,605	- 0.4				33,469	36,608	+ 9.4			
	Smallwares						China and Glassware					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January .....	1,750	1,718	- 1.8	5,347	5,013	- 6.2	719	681	- 5.3	5,485	7,144	+ 30.2
February .....	1,555	1,667	+ 7.2	6,022	5,520	- 8.3	741	826	+ 11.5	6,006	7,503	+ 24.9
March .....	1,494	1,623	+ 8.6	6,537	5,857	- 10.4	812	793	- 2.3	6,325	7,748	+ 22.5
April .....	1,440	1,455	+ 1.0	6,640	6,113	- 7.9	844	818	- 3.1	6,564	7,977	+ 21.5
May .....	1,406	1,633	+ 16.1	6,442	6,024	- 6.5	962	1,103	+ 14.7	6,885	8,223	+ 19.4
June .....	1,367	1,500	+ 9.7	5,946	5,503	- 7.5	1,081	1,082	+ 0.1	6,904	7,927	+ 14.8
July .....	1,179	1,255	+ 6.4	5,830	5,407	- 7.3	1,051	1,060	+ 0.9	7,303	8,072	+ 10.5
August .....	1,310	1,327	+ 1.3	5,858	5,772	- 1.5	1,214	1,239	+ 2.1	7,081	7,925	+ 11.9
September .....	1,596	1,716	+ 7.5	5,990	5,815	- 2.9	1,075	1,095	+ 1.9	7,190	7,648	+ 6.4
October .....	1,750	1,975	+ 12.9	6,264	6,219	- 0.7	1,005	1,082	+ 7.7	7,491	7,781	+ 3.9
November .....	2,239	2,199	- 1.8	6,138	6,523	+ 6.3	1,258	1,404	+ 11.6	7,696	8,104	+ 5.3
December .....	2,419	2,618	+ 8.2	5,450	5,673	+ 4.1	2,252	2,587	+ 14.9	6,971	7,077	+ 1.5
Annual Total .....	19,505	20,686	+ 6.1				13,014	13,770	+ 5.8			
	Home Furnishings						Furniture					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January .....	3,977	3,178	- 20.1	17,828	18,724	+ 5.0	4,448	3,832	- 13.8	12,764	11,617	- 9.0
February .....	4,603	4,381	- 4.8	19,698	19,595	- 0.5	4,330	4,335	+ 0.1	14,288	12,356	- 13.5
March .....	4,835	4,813	- 0.5	22,404	19,934	- 11.0	4,084	3,934	- 3.7	15,952	12,600	- 21.0
April .....	5,444	5,176	- 4.9	23,529	19,905	- 15.4	4,347	3,915	- 9.9	16,146	12,506	- 22.5
May .....	5,701	6,179	+ 8.4	23,666	19,342	- 18.3	4,807	5,501	+ 14.4	16,047	11,710	- 27.0
June .....	4,540	5,052	+ 11.3	22,881	17,879	- 21.9	4,477	5,706	+ 27.5	15,172	10,268	- 32.3
July .....	3,628	3,745	+ 3.2	22,461	18,320	- 18.4	4,193	4,370	+ 4.2	14,630	10,513	- 28.1
August .....	3,955	4,637	+ 17.2	22,573	18,773	- 16.8	4,782	6,589	+ 37.8	13,513	9,707	- 28.2
September .....	4,362	5,186	+ 18.9	22,175	18,418	- 16.9	4,343	5,660	+ 30.3	12,795	10,010	- 21.8
October .....	4,757	5,718	+ 20.2	21,666	18,785	- 13.3	4,159	5,510	+ 32.5	13,206	11,052	- 16.3
November .....	5,314	6,133	+ 15.4	20,299	18,458	- 9.1	4,379	5,510	+ 25.8	12,483	11,927	- 4.5
December .....	4,677	5,704	+ 22.0	19,349	17,499	- 9.6	3,949	5,149	+ 30.4	12,740	12,315	- 3.3
Annual Total .....	55,793	59,902	+ 7.4				52,298	60,011	+ 14.7			

Note: Stocks are expressed at selling value as of the month end.

TABLE 6. Department Store Sales and Stocks, by Months and Departments, 1951 and 1952 — Continued

	Major Appliances						Radio and Music					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January.....	3,131	1,850	- 40.9	8,722	6,858	- 21.4	1,126	1,081	- 4.0	4,187	3,827	- 8.6
February.....	3,120	2,483	- 20.4	9,111	6,587	- 27.7	1,109	1,159	+ 4.5	4,374	3,769	- 13.8
March.....	3,429	2,671	- 22.1	9,979	6,614	- 33.7	1,050	1,103	+ 5.0	4,830	4,002	- 17.1
April.....	4,331	2,548	- 41.2	9,673	5,812	- 39.9	949	761	- 19.8	4,945	3,915	- 20.8
May.....	2,643	4,103	+ 55.2	10,765	5,335	- 50.4	743	958	+ 28.9	5,027	4,010	- 20.2
June.....	2,252	3,917	+ 73.9	10,910	5,991	- 45.1	671	818	+ 21.9	4,721	3,800	- 19.5
July.....	1,897	3,386	+ 78.5	10,666	6,968	- 34.7	617	694	+ 12.5	4,619	3,811	- 17.5
August.....	2,046	3,969	+ 94.0	9,959	6,608	- 33.6	755	1,112	+ 47.3	4,605	3,697	- 19.7
September.....	2,270	3,750	+ 65.2	8,931	6,388	- 28.5	921	1,430	+ 55.3	4,872	3,726	- 23.5
October.....	2,160	3,335	+ 54.4	8,771	7,699	- 12.2	951	1,582	+ 66.4	5,217	4,347	- 16.7
November.....	2,433	3,521	+ 44.7	7,619	8,066	+ 5.9	1,523	2,379	+ 56.2	4,703	4,421	- 6.0
December.....	1,941	2,855	+ 47.1	7,501	7,933	+ 5.8	2,162	3,037	+ 40.5	4,175	4,026	- 3.6
<b>Annual Total.....</b>	<b>31,653</b>	<b>38,388</b>	<b>+ 21.3</b>				<b>12,577</b>	<b>16,114</b>	<b>+ 28.1</b>			
	Hardware and Housewares						Jewellery					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January.....	3,535	2,934	- 17.0	11,842	11,320	- 4.4	1,028	939	- 8.7	6,831	6,626	- 3.0
February.....	3,757	3,601	- 4.2	13,083	12,073	- 7.7	1,110	1,109	- 0.1	7,625	6,975	- 8.5
March.....	4,249	4,132	- 2.8	14,740	12,926	- 12.3	1,217	1,142	- 6.2	8,466	7,044	- 16.8
April.....	5,252	4,926	- 6.2	15,296	12,717	- 16.9	1,228	1,052	- 14.3	8,878	7,139	- 19.6
May.....	5,875	6,130	+ 4.3	15,168	12,532	- 17.4	1,346	1,370	+ 1.8	8,838	7,138	- 19.2
June.....	5,059	5,650	+ 11.7	14,203	11,731	- 17.4	1,374	1,443	+ 5.0	8,603	6,818	- 20.7
July.....	4,107	4,558	+ 11.0	13,283	11,632	- 12.4	1,147	1,162	+ 1.3	8,695	6,859	- 21.1
August.....	4,320	4,728	+ 9.4	12,464	11,169	- 10.4	1,294	1,319	+ 1.9	8,847	6,845	- 22.6
September.....	4,200	4,967	+ 18.3	12,219	10,565	- 13.5	1,312	1,519	+ 15.8	8,818	7,040	- 20.2
October.....	4,138	4,882	+ 18.0	12,684	11,871	- 6.4	1,340	1,627	+ 21.4	9,328	8,147	- 12.7
November.....	4,532	4,974	+ 9.8	12,498	12,865	+ 2.9	2,313	2,572	+ 11.2	9,121	8,994	- 1.4
December.....	5,174	6,085	+ 17.6	11,619	11,732	+ 1.0	4,566	5,194	+ 13.8	7,105	6,796	- 4.3
<b>Annual Total.....</b>	<b>54,198</b>	<b>57,567</b>	<b>+ 6.2</b>				<b>19,275</b>	<b>20,448</b>	<b>+ 6.1</b>			
	Sporting Goods and Luggage						Stationery, Books and Magazines					
	Sales		Change 1952/51	Stocks		Change 1952/51	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952		1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%	\$000	\$000	%
January.....	1,123	985	- 12.3	7,059	6,846	- 3.0	967	964	- 0.3	3,180	3,025	- 4.9
February.....	1,211	1,158	- 4.4	8,123	7,461	- 8.1	957	1,051	+ 9.8	3,246	3,160	- 2.6
March.....	1,594	1,519	- 4.7	9,770	7,996	- 18.2	1,015	1,011	- 0.4	3,412	3,441	+ 0.8
April.....	2,203	2,036	- 7.6	10,303	7,891	- 23.4	827	903	+ 9.2	3,578	3,526	- 1.5
May.....	2,504	2,800	+ 11.8	10,234	7,873	- 23.1	802	897	+ 11.8	3,629	3,510	- 3.3
June.....	2,617	3,116	+ 19.1	10,043	7,227	- 28.0	798	835	+ 4.6	3,532	3,407	- 3.5
July.....	2,036	2,331	+ 14.5	10,229	7,840	- 23.4	686	738	+ 7.6	3,687	3,541	- 4.0
August.....	1,822	2,070	+ 13.6	11,406	8,930	- 21.7	1,096	1,212	+ 10.6	3,996	3,875	- 3.0
September.....	1,824	2,273	+ 24.6	12,553	10,575	- 15.8	1,359	1,508	+ 11.0	3,960	4,036	+ 1.9
October.....	2,117	2,611	+ 23.3	14,420	13,044	- 9.5	1,132	1,279	+ 13.0	4,995	5,202	+ 4.1
November.....	5,820	6,144	+ 5.6	13,102	13,223	+ 0.9	2,175	2,342	+ 7.7	5,128	5,567	+ 8.6
December.....	10,380	12,172	+ 17.3	6,629	6,626	1	3,859	4,241	+ 9.9	3,132	3,380	+ 7.9
<b>Annual Total.....</b>	<b>35,251</b>	<b>39,215</b>	<b>+ 11.2</b>				<b>15,673</b>	<b>16,981</b>	<b>+ 8.3</b>			

1. Change of less than 0.05 per cent.

Note. Stocks are expressed at selling value as of the month end.



TABLE 6. Department Store Sales and Stocks, by Months and Departments, 1951 and 1952 — Concluded

	All Other Departments					
	Sales		Change 1952/51	Stocks		Change 1952/51
	1951	1952		1951	1952	
	\$000	\$000	%	\$000	\$000	%
January.....	4,519	4,494	- 0.6	7,412	6,968	- 6.0
February.....	4,315	4,689	+ 8.7	7,532	7,606	+ 1.0
March.....	5,632	5,706	+ 1.3	8,602	8,541	- 0.7
April.....	6,086	6,249	+ 2.7	8,586	7,850	- 8.6
May.....	6,489	6,567	+ 1.2	8,641	8,072	- 6.6
June.....	6,171	6,212	+ 0.7	8,384	7,706	- 8.1
July.....	4,879	5,121	+ 5.0	8,475	7,231	- 14.7
August.....	4,986	5,014	+ 0.6	8,605	8,132	- 5.5
September.....	5,608	6,244	+ 11.3	9,444	9,103	- 3.6
October.....	6,864	8,018	+ 16.8	10,033	10,009	- 0.2
November.....	9,235	9,237	1	9,182	10,044	+ 9.4
December.....	9,648	11,114	+ 15.2	7,140	7,474	+ 4.7
Annual Total.....	74,432	78,665	+ 5.7			

1. Change of less than 0.05 per cent.

Note: Stocks are expressed at selling value as of the month end.

## APPENDIX. DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

**Grocery and Combination Stores:** This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat, provided meat sales are less than 85% of total sales.

**General Stores:** These establishments are usually located in rural communities. They carry a general line of merchandise but one third to two thirds of their receipts must derive from the sale of groceries.

**Department Stores:** Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

**Motor Vehicle Dealers:** Include all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate

a repair garage in connection with the business. Used car dealers are not included.

**Garages and Filling Stations:** Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles exceeds sales of the commodities mentioned, the business is not included in retail trade.

**Women's Clothing Stores:** This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

**Appliance and Radio Stores:** All stores trading mainly in household appliances and radios are included under this classification.

**All Other Trades:** This includes all retail stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.





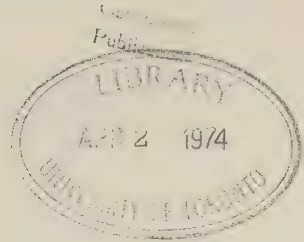






CANADA

DEPT. OF POLITICAL SCIENCE  
UNIVERSITY OF TORONTO



✓  
**RETAIL TRADE**  
**1953**

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**DOMINION BUREAU OF STATISTICS**

**Industry and Merchandising Division**

**Merchandising and Services Section**



## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

### Part I — Wholesale Statistics

- A — Wholesale Trade (not issued 1953)
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
  - 2 Operating Results of Drug Wholesalers, 25¢
  - 3 Operating Results of Hardware Wholesalers, 25¢
  - 4 Operating Results of Plumbing and Heating Equipment Wholesalers, 25¢
  - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

### Part II — Retail Statistics

- E — General Review — (Discontinued)
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Chain Food Stores, 25¢
- I — Operating Results of Chain Clothing Stores, 25¢
- J — 1 Operating Results of Chain Variety Stores, 25¢
  - 2 Operating Results of Chain Drug Stores, 25¢
  - 3 Operating Results of Chain Furniture Stores, 25¢
- \* K — Operating Results of Independent Food Stores, 25¢
- \* L — Operating Results of Independent Clothing Stores, 25¢
- \* M — Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- \* N — Operating Results of Filling Stations & Garages, 25¢
- \* O — 1 Operating Results of Independent General Stores, 25¢
  - 2 Operating Results of Independent Restaurants, 25¢
  - 3 Operating Results of Independent Fuel Dealers, 25¢
  - 4 Operating Results of Independent Drug Stores, 25¢
  - 5 Operating Results of Independent Jewellery Stores, 25¢
  - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Consumer Credit

### Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

\* Biennial reports — not issued for 1953.

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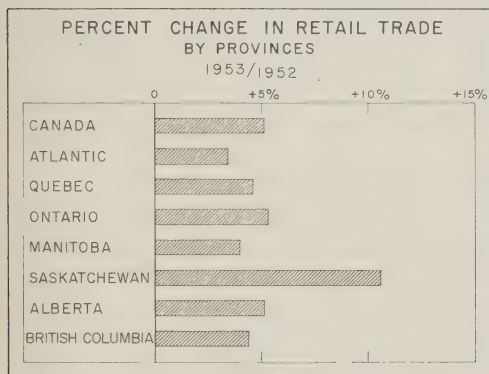


# RETAIL TRADE

1953

Retail sales in Canada continued their upward trend in 1953 when an estimated volume of \$12,125,802,000 was recorded. This was 5.1 per cent above the previous record established in 1952 when sales were estimated to be \$11,532,076,000. All months of 1953 showed increased sales over the corresponding month of 1952. These and other estimates contained in this bulletin are the results of a monthly mail survey of retail trade conducted by the Merchandising and Services Section of the Dominion Bureau of Statistics. These estimates are of total dollar sales and are not adjusted for seasonal variations or price changes.

All regions shared in the increased sales in 1953 with Saskatchewan registering the largest increase over 1952 with 10.6 per cent. The other regional increases, ranked by size of increase, were Ontario, 5.3 per cent; Alberta, 5.1 per cent; Quebec, 4.6 per cent; British Columbia, 4.4 per cent; Manitoba, 4.0 per cent; and the Atlantic Provinces, 3.4 per cent.

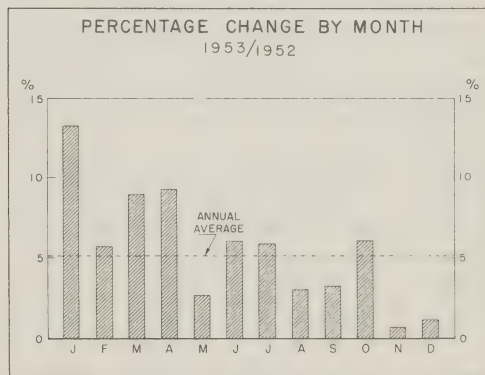


Sixteen of the 20 specified trades, along with the "all other" group showed increased sales in 1953. The largest increase (13.0 per cent) occurred in the "Lumber and Building Material" group. Notable increases occurred in the "Motor Vehicle Dealers" and "Garages and Filling Stations" groups with 9.0 per cent and 9.7 per cent, respectively. These two trades accounted for approximately 23 per cent of total dollar sales. Other increases were appliance and radio stores, 10.2 per cent; hardware stores, 7.0 per cent; and grocery and combination stores, 4.5 per cent. Among the decreases, meat markets had the largest with sales 6.6 per cent below the 1952 level. All provinces contributed to these decreased sales of meat markets in 1953.

This report contains dollar estimates of retail stores located in Newfoundland, Yukon and Northwest Territories. Data for Newfoundland, Prince Edward Island, Nova Scotia, and New Brunswick are combined to form the Atlantic Provinces, and Yukon and Northwest Territories are included in British Columbia.

These estimates are obtained from a monthly sample of approximately 7,000 independent retail establishments in all trades and areas along with 30 department store firms and all known retail chain stores. Annual chain store sales are computed from a full-coverage survey of chain stores in every trade and area. The monthly chain store sales, calculated on the basis of a monthly sample of reporting firms, are used to pro-rate the annual figures to a monthly basis.

Some retail firms, which were in operation in 1951, have since gone out of business, and their premises are not now being used as a retail store. On the other hand, many new firms have come into existence since 1951 and others have changed the kind of business they operated in 1951. The 1952 and 1953 sales figures in this report are adjusted for these store "births," "deaths," and "store changes" since the base period of 1951.



For purposes of comparison with previous years, this bulletin presents, for the first time, a comparable historical series of retail trade in Canada from 1930 to 1953. The 1930-1941 series was revised following the 1941 Census and the 1941-1951 series was revised from final results of the 1951 Census. Further details on the revised 1930-1951 series may be found in D.B.S. Reference Paper No. 56.



The difference between the 1951 figures as published in Census Volume VII (Retail Trade) and those appearing in this publication is due to the inclusion in the latter of sales figures for some 1,408 establishments which were not included in any of the tabulations of the Census proper. However, these figures do appear in the Total Known Retail Trade figures in Census Summary Volume X. These establishments are those identified as being in operation in 1951 after the cut-off date for Census tabulations. A small net adjustment was made in these figures for any duplications found in the Census proper.

The extent of the adjustments made to the Census figures is as follows:

	Stores	Sales
1951 figures as published in Census Volume VII .....	151,626	10,652,779.8
Supplemental establishments (net) .....	1,408	40,316.5
1951 figures used in this publication .....	153,034	10,693,096.3

TABLE 1. Sales of Major Trades Related to Total Volume for Specified Years

	1930	1933	1937	1941	1944	1947	1951	1953
<b>Total, All Trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and Combination .....	14.8	17.9	15.3	16.6	18.8	16.9	17.8	17.6
General .....	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3
Department .....	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.4
Motor Vehicle .....	9.2	7.1	12.5	10.5	4.9	10.4	17.6	18.8
Hardware and Building Materials .....	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.5
Furniture and Household Appliances .....	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0
Clothing and Shoes .....	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.3
Total, major trades .....	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.9
All other trades .....	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.1

TABLE 2. Percentage Changes in Retail Trade — 1953-52 By Provinces and Kinds of Business

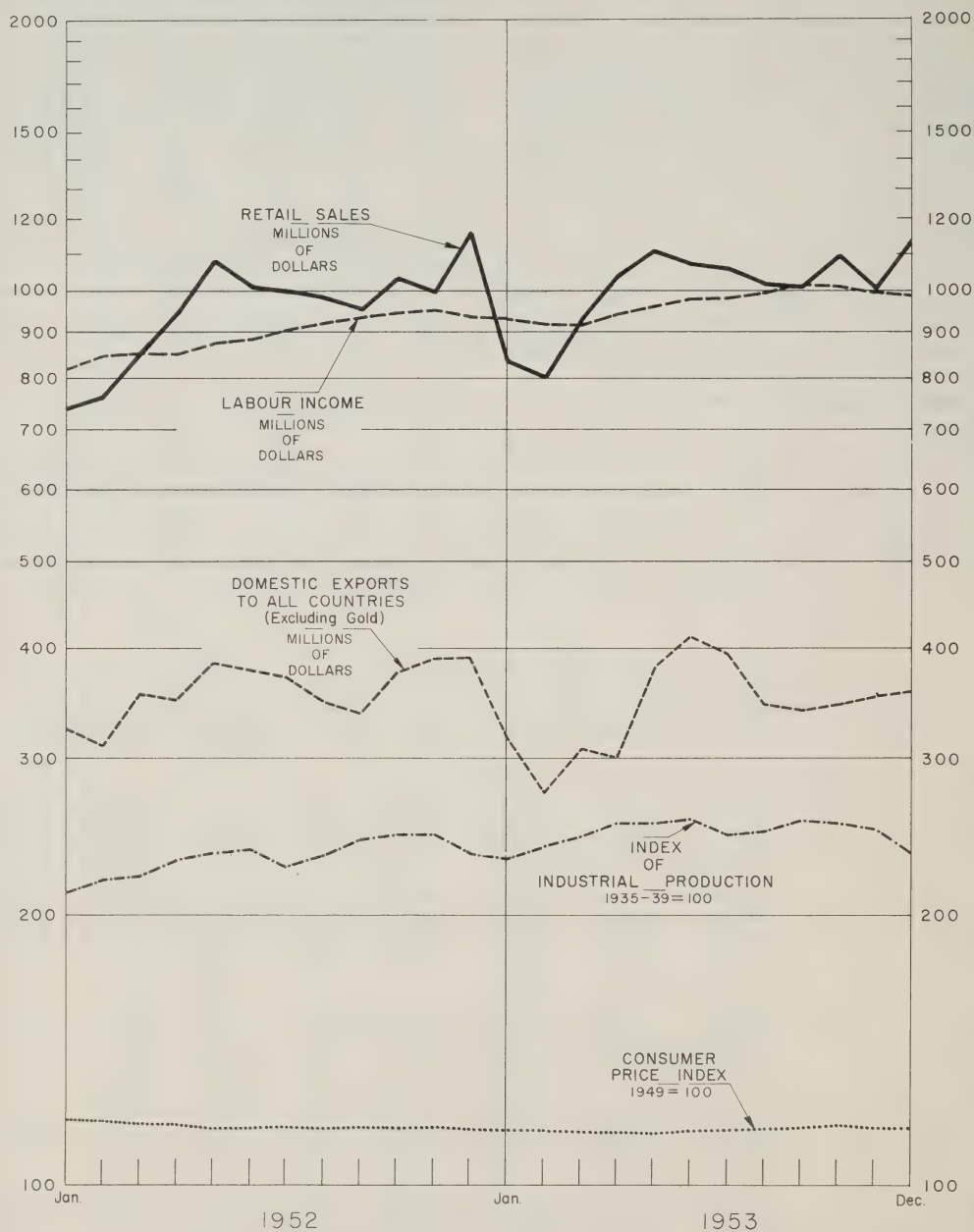
	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>Total — All Trades .....</b>	<b>+ 5.1</b>	<b>+ 3.4</b>	<b>+ 4.6</b>	<b>+ 5.3</b>	<b>+ 4.0</b>	<b>+ 10.6</b>	<b>+ 5.1</b>	<b>+ 4.4</b>
Grocery and Combination Stores .....	+ 4.5	+ 2.7	+ 2.6	+ 5.5	+ 6.8	+ 9.7	+ 8.0	+ 2.6
Meat Stores .....	- 6.6	- 15.5	- 1.6	- 8.2	- 9.5	- 16.7	- 0.4	- 8.4
General Stores .....	- 3.6	- 4.2	- 9.3	- 1.7	- 4.0	+ 2.5	- 2.7	- 4.5
Department Stores .....	+ 3.4	- 0.5	+ 4.2	+ 2.5	+ 1.5	+ 7.0	+ 6.5	+ 4.6
Variety Stores .....	+ 5.0	+ 3.7	+ 4.7	+ 4.6	+ 4.9	+ 7.8	+ 7.4	+ 7.5
Motor Vehicle Dealers .....	+ 9.0	+ 9.9	+ 13.6	+ 9.9	+ 1.1	+ 10.8	+ 0.6	+ 7.6
Garages and Filling Stations .....	+ 9.7	+ 9.2	+ 11.0	+ 7.5	+ 5.4	+ 30.1	+ 14.0	+ 2.1
Men's Clothing Stores .....	+ 0.8	- 12.8	+ 3.1	- 2.2	+ 11.3	+ 3.2	+ 4.9	+ 11.6
Family Clothing Stores .....	- 0.4	- 0.8	- 0.8	- 0.5	- 3.0	+ 2.9	+ 3.8	- 2.8
Women's Clothing Stores .....	+ 4.4	+ 4.6	+ 4.3	+ 3.6	+ 4.8	- 1.8	+ 22.3	- 2.2
Shoe Stores .....	+ 3.5	+ 1.8	- 0.8	+ 6.9	- 1.7	+ 8.1	+ 0.2	+ 4.8
Hardware Stores .....	+ 7.0	+ 28.3	+ 11.4	+ 2.8	+ 7.8	+ 9.2	+ 3.8	+ 0.4
Lumber and Building Materials Dealers .....	+ 13.0	+ 4.5	+ 14.0	+ 9.0	+ 16.1	+ 26.4	+ 15.8	+ 6.5
Furniture Stores .....	+ 3.8	- 2.6	- 1.0	+ 7.1	+ 37.7	- 0.5	+ 1.3	+ 8.0
Appliance and Radio Stores .....	+ 10.2	+ 17.6	+ 20.2	+ 12.4	+ 4.2	- 1.2	+ 6.0	- 7.4
Restaurants .....	+ 1.2	+ 12.1	- 2.3	+ 1.6	+ 10.8	+ 6.8	- 2.8	- 1.0
Fuel Dealers .....	- 4.4	- 11.5	- 6.9	- 5.1	- 25.9	+ 8.8	- 28.8	+ 22.2
Drug Stores .....	+ 5.8	+ 3.0	+ 3.6	+ 8.6	- 0.4	+ 10.7	+ 6.8	+ 0.1
Jewellery Stores .....	+ 5.1	+ 3.9	+ 4.8	+ 7.7	+ 13.2	+ 6.9	- 4.9	- 1.6
Tobacco Stores .....	+ 1.8	- 8.2	- 0.7	+ 4.7	- 12.2	+ 8.2	- 2.6	- 8.6
All Other Trades .....	+ 6.0	+ 4.7	+ 3.8	+ 4.9	+ 6.8	+ 13.7	+ 7.1	+ 9.7

TABLE 3. Retail Trade in Canada, 1930-1953, By Provinces

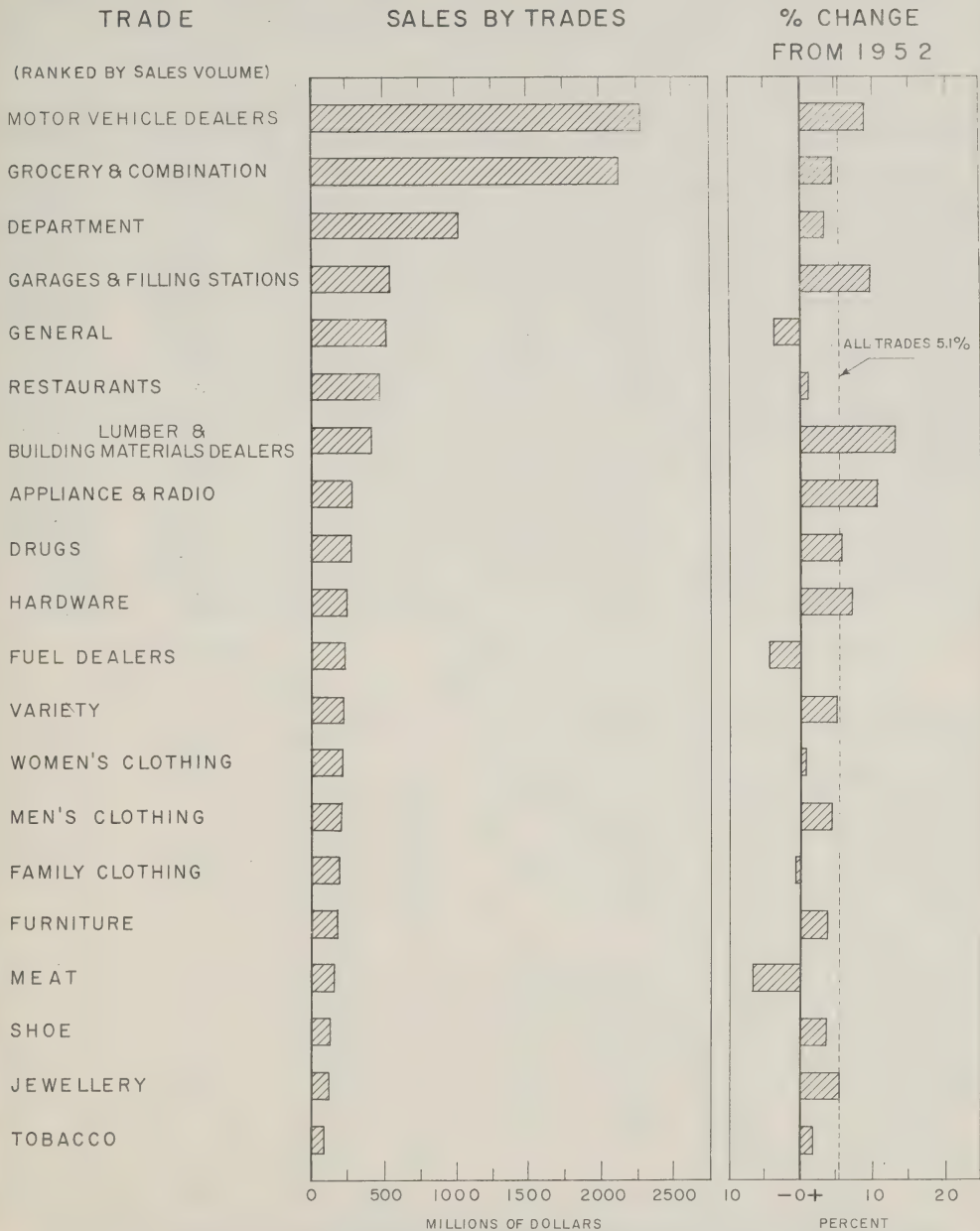
Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1930 .....	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931 .....	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932 .....	1,908,301	140,276	461,874	783,373	130,562	111,598	115,278	165,250
1933 .....	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934 .....	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935 .....	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936 .....	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937 .....	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938 .....	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939 .....	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940 .....	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941 .....	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942 .....	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943 .....	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944 .....	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945 .....	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946 .....	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947 .....	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948 .....	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949 .....	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950 .....	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951 .....	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952 .....	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953 .....	12,125,802	1,016,056	2,756,116	4,615,879	677,161	844,951	987,408	1,228,231

# CANADIAN ECONOMIC TRENDS

(Semi-logarithmic Scale)



# RETAIL TRADE, 1953





**TABLE 4. Estimated Retail Trade—Chain and Independent—by Provinces and Kinds of Business, 1953**  
(in thousands of dollars)

No.		All Stores	Chain Stores	Independent Stores
		Canada		
1	<b>Total, All Trades .....</b>	<b>12, 125, 802</b>	<b>2, 048, 228</b>	<b>10, 077, 574</b>
2	Grocery & Combination Stores .....	2, 132, 560	773, 220	1, 359, 340
3	Meat Stores .....	151, 360	6, 448	144, 912
4	General Stores .....	521, 365	36, 541	484, 824
5	Department Stores .....	1, 024, 746	—	1, 024, 746
6	Variety Stores .....	224, 327	188, 475	35, 853
7	Motor Vehicle Dealers .....	2, 283, 991	12, 309	2, 271, 682
8	Garages & Filling Stations .....	556, 272	3, 979	552, 293
9	Men's Clothing Stores .....	214, 063	24, 734	189, 329
10	Family Clothing Stores .....	208, 790	36, 241	172, 549
11	Women's Clothing Stores .....	219, 078	49, 257	169, 821
12	Shoe Stores .....	121, 944	43, 470	78, 474
13	Hardware Stores .....	248, 525	13, 702	234, 824
14	Lumber & Building Material Dealers .....	417, 238	91, 288	325, 951
15	Furniture Stores .....	195, 053	43, 892	151, 161
16	Appliance & Radio Dealers .....	284, 400	53, 250	231, 150
17	Restaurants .....	474, 176	34, 442	439, 734
18	Fuel Dealers .....	224, 599	3, 160	221, 438
19	Drug Stores .....	282, 219	34, 805	247, 414
20	Jewellery Stores .....	120, 930	38, 238	82, 691
21	Tobacco Stores .....	87, 872	16, 735	71, 137
22	All Other Trades .....	2, 132, 294	544, 042	1, 588, 252
		Manitoba		
1	<b>Total, All Trades .....</b>	<b>677, 161</b>	<b>87, 232</b>	<b>589, 930</b>
2	Grocery & Combination Stores .....	99, 192	33, 339	65, 853
3	Meat Stores .....	4, 884	—	4, 884
4	General Stores .....	45, 714	1	1
5	Department Stores .....	97, 448	—	97, 448
6	Variety Stores .....	5, 698	5, 432	266
7	Motor Vehicle Dealers .....	128, 395	—	128, 395
8	Garages & Filling Stations .....	26, 756	1	1
9	Men's Clothing Stores .....	7, 056	737	6, 319
10	Family Clothing Stores .....	8, 220	1	1
11	Women's Clothing Stores .....	6, 616	2, 068	4, 548
12	Shoe Stores .....	3, 558	699	2, 859
13	Hardware Stores .....	14, 489	1	1
14	Lumber & Building Material Dealers .....	43, 743	9, 766	33, 977
15	Furniture Stores .....	4, 898	—	4, 898
16	Appliance & Radio Dealers .....	14, 622	1, 714	12, 909
17	Restaurants .....	27, 662	1, 852	25, 810
18	Fuel Dealers .....	6, 404	—	6, 404
19	Drug Stores .....	16, 362	1	1
20	Jewellery Stores .....	6, 889	1	1
21	Tobacco Stores .....	1, 288	1	1
22	All Other Trades .....	107, 267	24, 533	82, 734

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.  
1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1953

(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	No.
Atlantic Provinces			Quebec			Ontario			
1,016,056	151,709	864,347	2,756,116	422,586	2,333,530	4,615,879	942,016	3,673,862	1
206,437	29,689	176,748	598,450	168,132	430,318	815,900	417,254	398,646	2
6,025	—	6,025	41,600	—	41,600	56,052	5,516	50,535	3
110,259	11,292	98,967	86,914	5,688	81,226	97,762	5,005	92,758	4
81,693	—	81,693	183,959	—	183,959	342,570	—	342,570	5
22,787	20,255	2,532	63,820	49,665	14,155	98,602	87,413	11,189	6
171,274	1	1	461,418	—	461,418	845,623	1	1	7
44,380	1	1	104,024	1	1	240,128	1	1	8
11,851	1	1	54,861	3,980	50,881	95,345	16,817	78,528	9
30,298	3,226	27,071	70,953	16,793	54,160	65,055	13,222	51,833	10
10,602	1,618	8,984	57,246	12,265	44,981	91,770	21,146	70,624	11
8,514	1	1	34,864	12,040	22,823	55,155	24,401	30,754	12
18,082	1	1	50,992	1	1	87,503	3,551	83,953	13
16,216	—	16,216	69,010	1	1	141,465	17,319	124,146	14
13,238	1	1	63,542	21,290	42,252	84,124	18,226	65,898	15
16,879	3,386	13,493	54,576	15,634	38,941	138,143	18,927	119,215	16
24,953	646	24,307	114,276	9,872	104,405	183,781	13,545	170,236	17
16,359	—	16,359	60,702	—	60,702	117,792	1	1	18
18,829	1,662	17,168	54,298	4,298	49,991	126,427	17,151	109,276	19
7,370	1,863	5,507	24,789	7,702	17,087	54,967	16,378	38,590	20
2,086	1	1	21,804	1	1	54,733	1	1	21
177,925	62,468	115,457	484,025	80,807	403,218	828,980	231,364	597,616	22
Saskatchewan			Alberta			British Columbia			No.
844,951	95,337	749,614	987,408	143,518	843,890	1,228,231	205,831	1,022,400	
89,663	21,143	68,520	125,376	39,602	85,774	197,540	64,060	133,480	2
7,243	—	7,243	14,726	1	1	20,830	1	1	3
72,907	1	1	59,342	1	1	48,467	8,714	39,753	4
60,100	—	60,100	102,583	—	102,583	156,391	—	156,391	5
8,144	6,725	1,419	12,277	9,592	2,686	12,998	9,392	3,606	6
213,678	—	213,678	211,358	—	211,358	252,245	—	252,245	7
39,554	1	1	55,579	—	55,579	45,850	1	1	8
8,618	1	1	16,498	1	1	19,834	1	1	9
10,866	1	1	12,496	1	1	10,902	1	1	10
7,972	2,193	5,778	19,537	3,040	16,497	25,335	6,926	18,409	11
3,252	720	2,531	5,300	1,599	3,702	11,301	2,012	9,289	12
28,319	1	1	28,296	1	1	20,843	1	1	13
51,975	27,574	24,400	59,726	29,318	30,408	35,103	3,765	31,338	14
2,638	—	2,638	11,420	—	11,420	15,195	1	1	15
15,068	3,030	12,038	18,298	4,337	13,961	26,814	6,221	20,592	16
29,425	1	1	39,474	1,160	38,314	54,607	6,987	47,619	17
5,388	—	5,388	594	—	594	23,359	1	1	18
17,645	1	1	21,022	2,826	18,196	27,644	6,819	20,824	19
6,138	1,462	4,676	7,536	3,633	3,903	13,240	5,123	8,117	20
1,147	1	1	1,934	1	1	4,881	2,330	2,550	21
165,212	26,342	138,870	164,032	42,194	121,839	204,853	76,335	128,518	22

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.  
 1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

TABLE 5. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1951, 1952 and 1953

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January.....	721,612	738,508	836,252	134,580	156,607	171,016	13,285	13,623	12,120			
February.....	717,278	759,815	802,772	135,065	157,805	157,506	12,716	13,117	11,056			
March.....	862,108	851,570	927,664	158,819	165,006	161,556	14,897	13,283	11,579			
April.....	887,887	947,161	1,034,328	145,426	161,931	170,551	13,875	13,182	12,469			
May.....	947,534	1,077,904	1,106,089	158,781	183,447	186,841	14,535	14,055	13,269			
June.....	960,208	1,009,818	1,070,419	173,147	168,156	179,418	15,449	12,940	12,589			
July.....	887,742	998,470	1,057,046	158,829	174,144	185,993	13,435	12,445	12,382			
August.....	917,340	983,228	1,012,745	164,065	177,597	178,760	14,482	13,263	12,456			
September.....	903,634	975,534	1,006,942	165,903	168,003	175,674	15,143	13,009	12,279			
October.....	921,402	1,033,759	1,095,452	160,886	176,046	195,959	15,825	14,482	14,078			
November.....	927,046	997,011	1,003,903	165,740	169,633	169,596	15,325	13,511	11,998			
December.....	1,039,306	1,159,298	1,172,190	183,367	183,813	199,990	17,436	15,138	15,074			
Annual Total.....	10,693,097	11,532,076	12,125,802	1,904,608	2,040,788	2,132,560	176,403	162,048	151,360			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January.....	32,235	35,301	35,631	58,839	56,238	65,459	9,871	10,487	12,450			
February.....	32,130	35,468	32,899	58,833	61,007	52,974	9,892	11,818	12,408			
March.....	37,940	39,624	36,511	73,099	71,108	77,948	14,833	14,097	14,788			
April.....	38,513	41,932	40,823	76,088	76,102	79,809	13,519	16,971	17,320			
May.....	47,596	50,286	47,790	77,724	84,962	85,649	16,208	17,371	18,678			
June.....	47,890	46,122	46,456	70,429	78,243	79,513	16,980	17,091	18,184			
July.....	47,496	49,730	48,803	55,008	60,690	65,819	15,207	16,363	17,692			
August.....	48,496	50,931	48,699	52,157	70,585	70,041	14,886	16,442	16,627			
September.....	46,627	46,190	45,936	72,945	85,484	86,688	15,546	16,314	17,312			
October.....	47,771	48,658	46,989	82,051	98,486	97,042	16,378	18,975	19,616			
November.....	46,454	45,255	41,698	102,379	109,240	112,249	17,840	19,314	19,428			
December.....	51,684	51,198	49,128	120,577	138,713	141,556	34,466	38,459	39,824			
Annual Total.....	524,532	540,745	521,365	910,129	990,858	1,024,746	195,626	213,702	224,327			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January.....	129,612	115,769	137,656	32,057	32,998	36,016	12,793	13,861	15,058	11,511	12,295	13,871
February.....	149,164	132,128	160,371	29,408	32,432	33,781	11,711	12,583	11,938	9,960	10,517	10,609
March.....	178,800	160,095	206,915	33,760	36,100	39,076	16,270	15,170	15,998	14,171	14,025	15,319
April.....	197,227	201,880	245,889	38,151	42,213	45,784	15,914	17,602	17,023	15,273	18,742	17,468
May.....	189,207	245,953	239,732	43,923	46,810	51,192	17,749	18,358	19,256	16,283	18,411	18,441
June.....	182,256	214,700	236,140	44,814	45,375	50,784	18,222	17,361	18,204	16,961	17,719	17,905
July.....	166,346	210,159	229,204	47,410	50,031	56,434	13,854	14,613	15,572	13,903	15,582	15,884
August.....	156,792	159,373	182,052	46,038	48,913	54,653	13,174	14,226	13,361	13,407	15,326	14,220
September.....	146,988	173,962	165,940	42,795	45,521	49,837	15,418	15,384	15,783	15,370	15,432	15,721
October.....	147,878	171,347	186,947	44,557	48,805	51,789	17,244	19,995	19,271	18,753	21,136	20,029
November.....	134,565	167,766	160,308	38,708	38,816	43,814	20,609	21,177	20,527	20,022	20,588	19,376
December.....	105,339	142,581	132,837	37,499	39,204	43,111	29,613	32,116	32,072	26,838	29,960	29,948
Annual Total.....	1,884,174	2,095,713	2,283,991	479,120	507,218	556,272	202,571	212,446	214,063	192,452	209,733	208,790

Note. See table 4.

**TABLE 5. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1951, 1952 and 1953—Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	12,376	13,443	15,407	6,274	6,214	7,367	13,428	12,369	13,926	23,153	19,610	22,918
February .....	10,999	12,309	13,716	5,292	5,784	6,115	12,226	12,116	12,624	21,061	19,484	22,171
March .....	16,344	16,023	17,612	8,179	7,947	8,466	14,726	14,466	15,692	23,048	21,045	25,455
April .....	16,253	18,170	18,138	9,234	11,053	10,698	19,073	18,516	19,418	23,444	25,139	30,674
May .....	17,584	18,596	20,186	10,603	11,332	11,858	23,774	23,497	25,281	36,590	33,884	37,924
June .....	17,955	18,064	18,684	11,487	11,467	11,799	22,652	21,645	23,813	36,329	35,476	40,854
July .....	14,594	15,534	17,044	8,446	8,841	9,769	19,763	20,209	22,771	35,091	36,083	42,648
August .....	13,663	14,572	14,529	8,383	9,081	8,900	19,379	20,078	21,418	36,839	37,472	42,924
September .....	15,723	16,747	17,162	10,089	10,121	10,287	20,295	21,414	22,616	32,811	38,437	41,856
October .....	15,778	19,788	20,395	9,097	10,021	10,496	21,020	22,403	24,071	34,474	41,149	43,205
November .....	16,721	18,382	17,642	11,014	10,199	10,185	19,024	19,747	20,414	29,298	33,538	37,972
December .....	25,341	28,287	28,564	13,956	15,744	15,504	22,852	25,910	26,480	21,348	27,861	28,637
<b>Annual Total .....</b>	<b>193,331</b>	<b>209,915</b>	<b>219,078</b>	<b>112,054</b>	<b>117,804</b>	<b>121,944</b>	<b>228,212</b>	<b>232,370</b>	<b>248,525</b>	<b>358,986</b>	<b>369,178</b>	<b>417,238</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	10,306	10,062	13,290	20,714	16,946	24,793	30,986	32,788	34,993	24,394	28,036	25,938
February .....	10,438	11,075	12,554	18,661	19,098	22,472	27,785	33,374	32,902	23,130	24,263	21,685
March .....	12,701	13,438	14,804	20,436	20,398	23,303	33,209	35,313	34,892	19,342	21,221	20,122
April .....	13,276	13,149	15,581	22,418	19,249	22,885	34,500	37,520	38,012	12,467	12,675	13,240
May .....	12,417	18,124	18,092	16,018	22,543	24,756	36,850	40,399	40,720	12,445	13,699	12,221
June .....	12,856	17,723	17,785	15,266	22,316	23,007	36,809	38,843	40,234	14,049	13,651	13,482
July .....	11,056	16,329	16,290	14,318	19,946	22,080	41,343	43,650	44,304	14,882	13,410	12,844
August .....	11,882	16,634	15,689	13,726	18,873	19,583	43,563	46,293	46,298	17,290	16,044	14,278
September .....	12,614	16,767	16,007	14,909	21,324	21,935	39,857	40,687	42,210	20,009	21,631	20,749
October .....	12,440	17,428	18,519	15,759	21,262	24,047	40,309	42,485	43,428	24,237	25,811	23,343
November .....	12,715	17,145	16,922	16,748	23,869	24,576	36,912	39,368	39,205	25,900	20,527	21,615
December .....	15,080	20,007	19,520	21,620	32,329	30,957	35,938	37,633	36,979	25,089	24,040	25,073
<b>Annual Total .....</b>	<b>147,781</b>	<b>187,881</b>	<b>195,053</b>	<b>210,593</b>	<b>258,153</b>	<b>284,400</b>	<b>438,061</b>	<b>468,353</b>	<b>474,176</b>	<b>233,234</b>	<b>235,008</b>	<b>224,599</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	19,034	20,282	22,811	6,155	6,330	7,689	5,594	6,360	6,806	114,415	118,889	140,531
February .....	19,011	20,986	21,723	5,828	6,146	6,678	5,496	6,541	6,849	107,572	121,764	129,741
March .....	20,782	21,526	22,358	7,322	6,719	7,284	6,044	6,600	6,668	137,686	138,366	151,320
April .....	18,750	21,338	22,510	6,767	6,910	7,571	6,070	6,950	6,901	146,649	165,937	181,555
May .....	19,814	21,800	22,349	7,207	8,327	8,682	6,403	7,322	7,342	165,823	178,728	195,831
June .....	20,546	20,961	22,472	8,069	8,687	9,048	7,201	7,703	8,334	170,340	175,575	181,712
July .....	19,041	20,461	21,729	7,095	8,096	8,632	5,954	6,789	7,132	164,671	185,365	184,321
August .....	20,463	22,151	23,424	8,235	8,923	9,264	6,243	7,031	7,112	184,177	199,370	198,449
September .....	20,646	21,943	23,040	7,782	8,894	9,392	6,512	6,963	7,071	165,652	173,307	189,447
October .....	21,411	23,056	24,981	8,115	9,359	10,187	6,956	6,998	7,368	160,463	175,469	193,692
November .....	20,241	21,421	22,426	9,507	10,306	11,102	7,046	7,444	7,125	160,278	169,765	175,723
December .....	28,381	30,830	32,397	22,615	26,320	25,402	9,158	9,651	9,163	191,110	209,504	209,973
<b>Annual Total .....</b>	<b>249,020</b>	<b>266,755</b>	<b>282,219</b>	<b>104,697</b>	<b>115,017</b>	<b>120,930</b>	<b>78,677</b>	<b>86,352</b>	<b>87,872</b>	<b>1,868,836</b>	<b>2,012,039</b>	<b>2,132,294</b>



TABLE 5. Atlantic Provinces.—Estimated Retail Trade—by Kinds of Business and Months, 1951, 1952 and 1953 — Continued

(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	60,535	61,855	71,932	14,072	15,494	17,225	481	524	478			
February .....	59,062	60,820	66,260	14,141	15,969	15,967	487	525	442			
March .....	75,321	73,451	79,939	16,298	17,075	16,013	539	552	448			
April .....	73,700	81,128	84,911	15,090	16,380	16,696	507	587	484			
May .....	80,124	94,610	94,393	15,538	17,780	18,011	526	618	514			
June .....	80,919	87,600	91,254	16,700	15,935	16,854	533	614	497			
July .....	74,614	84,547	88,044	15,682	16,722	17,803	526	613	548			
August .....	75,903	84,730	85,185	15,797	17,253	17,390	552	636	524			
September .....	73,795	81,772	82,445	16,343	16,746	17,018	636	638	524			
October .....	74,975	85,120	87,536	15,486	16,684	18,111	526	561	520			
November .....	76,324	84,139	81,898	15,958	16,414	16,021	533	604	465			
December .....	93,268	102,503	102,261	18,667	18,612	19,330	650	659	581			
Annual Total .....	898,540	982,275	1,016,056	189,773	201,063	206,437	6,495	7,130	6,025			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January.....	7,376	8,100	8,606	4,066	3,900	4,672	852	886	1,121			
February.....	6,770	7,380	7,226	4,086	4,237	4,525	871	1,009	1,161			
March .....	8,417	8,993	8,052	5,687	5,335	5,916	1,394	1,393	1,412			
April .....	8,322	9,256	8,998	5,994	6,504	6,692	1,258	1,660	1,685			
May .....	10,473	11,320	10,963	6,650	7,648	7,189	1,491	1,758	1,889			
June .....	10,191	9,932	10,124	5,575	7,197	6,456	1,646	1,670	1,817			
July.....	9,788	10,328	10,180	4,422	5,147	5,101	1,530	1,691	1,799			
August .....	9,657	10,239	9,797	4,731	5,866	5,931	1,491	1,760	1,729			
September.....	9,512	9,373	9,050	5,041	7,163	6,576	1,549	1,742	1,792			
October.....	9,669	10,062	9,183	6,480	8,132	7,547	1,626	1,915	1,969			
November.....	9,352	9,660	8,311	8,026	9,102	9,111	1,743	2,072	1,952			
December.....	10,248	10,394	9,769	10,244	11,872	11,979	3,911	4,408	4,461			
Annual Total .....	109,776	115,037	110,259	71,001	82,102	81,693	19,361	21,964	22,787			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1950
January.....	9,220	7,937	9,934	2,622	2,659	2,931	786	898	851	1,526	1,658	2,039
February.....	10,588	8,247	11,298	1,942	2,111	2,326	590	730	693	1,262	1,404	1,522
March .....	13,995	11,405	17,780	3,035	2,891	3,306	882	949	798	1,967	1,944	2,171
April .....	15,304	16,514	18,311	2,691	2,924	3,090	893	1,156	932	2,130	2,660	2,239
May .....	14,617	21,101	18,912	3,404	3,537	3,720	977	1,267	1,107	2,499	2,744	2,714
June .....	14,061	17,383	18,766	3,858	3,651	4,043	1,060	1,179	1,130	2,607	2,645	2,690
July.....	11,882	14,390	15,998	4,276	4,516	4,750	925	1,000	944	2,140	2,413	2,322
August .....	10,880	11,599	13,573	3,733	4,178	4,337	785	929	749	2,055	2,297	2,260
September.....	10,390	12,394	12,319	4,121	4,218	4,636	879	966	902	2,155	2,365	2,325
October.....	10,486	12,726	12,342	3,452	3,847	4,194	960	1,170	1,005	2,343	2,821	2,847
November.....	9,272	11,582	11,945	3,152	3,026	3,533	1,041	1,286	1,036	2,736	2,924	2,691
December.....	8,233	10,582	10,096	2,917	3,102	3,514	1,755	2,063	1,705	4,283	4,670	4,478
Annual Total .....	138,929	155,861	171,274	39,203	40,659	44,380	11,533	13,593	11,851	27,704	30,547	30,298

Note. See table 4.

TABLE 5. Atlantic Provinces — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	553	581	660	411	460	517	800	652	1,006	1,067	690	958
February .....	461	524	590	339	344	401	685	586	865	1,342	807	1,010
March .....	731	697	761	540	572	630	904	758	1,058	1,180	864	1,034
April .....	712	895	930	592	822	835	1,156	1,056	1,362	1,277	1,035	1,173
May .....	782	985	958	612	760	798	1,298	1,337	1,739	1,957	1,366	1,465
June .....	716	759	807	798	839	857	1,267	1,396	1,756	1,520	1,326	1,719
July .....	660	731	853	599	693	714	1,201	1,264	1,710	1,180	1,534	1,439
August .....	690	828	843	583	648	628	1,155	1,229	1,561	1,423	1,700	1,717
September .....	643	799	815	673	753	774	1,178	1,425	1,767	1,358	1,755	1,571
October .....	698	890	898	568	709	679	1,266	1,422	1,698	1,504	1,622	1,613
November .....	841	996	1,006	672	649	599	1,244	1,292	1,511	1,310	1,503	1,344
December .....	1,218	1,455	1,482	1,017	1,116	1,081	1,486	1,676	2,049	1,051	1,308	1,173
<b>Annual Total .....</b>	<b>8,708</b>	<b>10,139</b>	<b>10,602</b>	<b>7,404</b>	<b>8,365</b>	<b>8,514</b>	<b>13,640</b>	<b>14,093</b>	<b>18,082</b>	<b>16,170</b>	<b>15,511</b>	<b>16,216</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	585	656	900	738	833	1,161	1,404	1,464	1,788	1,703	1,705	1,865
February .....	458	485	587	714	749	993	1,418	1,604	1,835	1,784	2,153	1,863
March .....	800	818	844	1,198	1,064	1,525	1,991	2,014	2,202	1,540	1,996	1,784
April .....	809	1,012	1,278	935	831	1,136	1,812	1,869	2,070	1,070	1,292	1,036
May .....	830	1,468	1,251	745	1,347	1,470	1,988	2,004	2,214	973	1,167	1,009
June .....	782	1,404	1,162	1,016	1,659	1,839	1,991	1,947	2,251	811	994	853
July .....	654	1,159	1,120	670	1,448	1,800	2,266	2,311	2,590	762	779	747
August .....	693	1,045	792	730	1,318	1,320	2,269	2,262	2,610	940	856	883
September .....	809	1,063	1,142	700	972	1,014	1,870	1,740	1,825	1,184	1,477	1,311
October .....	800	1,313	1,238	896	1,306	1,444	1,733	1,696	1,888	1,508	1,697	1,621
November .....	772	1,266	1,237	832	1,132	1,349	1,687	1,579	1,752	2,027	2,236	1,698
December .....	1,395	1,904	1,687	1,295	1,690	1,828	1,763	1,776	1,928	1,913	2,128	1,698
<b>Annual Total .....</b>	<b>9,388</b>	<b>13,594</b>	<b>13,238</b>	<b>10,467</b>	<b>14,348</b>	<b>16,879</b>	<b>22,191</b>	<b>22,266</b>	<b>24,953</b>	<b>16,215</b>	<b>18,481</b>	<b>16,359</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	1,322	1,371	1,586	358	351	368	202	190	187	10,390	10,846	13,080
February .....	1,481	1,472	1,452	319	337	399	206	205	196	9,116	9,830	10,911
March .....	1,526	1,538	1,440	515	489	475	235	212	183	11,947	11,896	12,106
April .....	1,294	1,547	1,522	387	384	445	193	176	154	11,271	12,568	13,842
May .....	1,348	1,489	1,394	430	472	553	213	184	157	12,772	14,260	16,366
June .....	1,395	1,389	1,546	500	537	583	184	158	129	13,709	14,985	15,374
July .....	1,390	1,438	1,526	471	489	542	168	154	141	13,424	15,727	15,419
August .....	1,448	1,549	1,571	574	591	616	210	182	170	15,504	17,767	16,184
September .....	1,391	1,477	1,494	531	500	590	191	174	164	12,641	14,033	14,835
October .....	1,463	1,523	1,692	513	496	541	189	168	156	12,810	14,357	16,350
November .....	1,351	1,405	1,409	573	620	604	232	197	190	12,973	14,594	14,145
December .....	2,014	2,089	2,198	1,574	1,718	1,654	311	273	257	17,323	19,006	19,314
<b>Annual Total .....</b>	<b>17,421</b>	<b>18,287</b>	<b>18,829</b>	<b>6,744</b>	<b>7,094</b>	<b>7,370</b>	<b>2,534</b>	<b>2,272</b>	<b>2,086</b>	<b>153,883</b>	<b>169,870</b>	<b>177,925</b>

Note. See Table 4.

TABLE 5. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1951, 1952 and 1953 - Continued

(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	158,819	168,407	183,856	38,438	44,663	46,487	3,319	3,579	3,177			
February .....	155,853	170,739	176,496	38,265	45,284	44,170	3,098	3,544	3,102			
March .....	201,897	198,824	214,320	44,784	45,847	44,184	3,673	3,495	3,182			
April .....	203,656	219,757	237,891	40,430	46,049	47,680	3,673	3,698	3,638			
May .....	220,462	246,158	254,797	45,794	53,306	52,997	3,806	3,916	3,815			
June .....	220,436	232,278	246,757	49,365	48,783	51,038	3,983	3,494	3,426			
July .....	201,053	226,323	235,190	45,798	50,883	53,172	3,496	3,395	3,606			
August .....	205,154	216,933	219,554	46,731	49,865	49,311	3,629	3,279	3,357			
September .....	207,133	224,571	233,079	46,486	46,764	49,704	3,718	3,266	3,350			
October .....	214,314	238,498	251,076	46,608	52,412	56,034	3,806	3,601	3,648			
November .....	219,243	232,380	236,196	46,827	47,168	47,446	3,762	3,203	3,222			
December .....	233,629	260,434	266,904	51,849	52,010	56,228	4,293	3,810	4,077			
Annual Total .....	2,442,649	2,635,302	2,756,116	541,376	583,034	598,450	44,256	42,280	41,600			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	5,368	6,020	5,220	10,316	10,161	11,340	2,910	3,090	3,644			
February .....	5,848	6,278	5,323	10,291	10,373	11,172	2,742	3,377	3,450			
March .....	7,094	7,030	5,864	14,188	13,422	14,751	4,421	4,137	4,272			
April .....	7,478	7,212	7,010	13,995	13,757	14,404	3,974	5,007	5,176			
May .....	9,402	9,547	8,697	15,238	15,254	15,681	5,093	5,457	5,865			
June .....	8,532	8,094	8,069	12,809	13,962	14,577	5,205	5,238	5,640			
July .....	8,340	8,441	7,614	9,179	10,116	10,622	4,254	4,614	4,992			
August .....	8,820	8,828	7,807	11,004	11,818	12,031	4,366	4,841	4,979			
September .....	8,628	8,646	8,005	13,783	16,167	16,212	4,589	4,774	5,049			
October .....	8,724	8,718	7,922	14,526	17,663	17,592	4,757	5,540	5,603			
November .....	8,532	7,961	7,235	18,439	18,882	19,373	4,813	5,094	5,095			
December .....	9,100	9,002	8,151	21,461	24,959	26,207	8,843	9,786	10,056			
Annual Total .....	95,867	95,777	86,914	165,229	176,534	183,959	55,967	60,954	63,820			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	19,971	18,143	22,106	6,132	6,247	6,966	3,269	3,859	4,254	3,237	3,725	4,195
February .....	20,697	20,242	25,200	5,681	5,930	6,440	2,720	3,188	3,076	2,988	3,569	3,607
March .....	34,132	32,732	43,079	6,132	6,221	6,878	4,898	4,296	4,788	5,010	5,068	5,825
April .....	39,211	42,039	52,480	7,394	7,919	8,808	4,420	5,048	4,952	5,020	6,366	6,152
May .....	37,400	46,901	49,392	8,116	8,485	9,463	5,109	5,299	5,633	5,467	6,281	6,466
June .....	37,037	44,208	50,982	8,116	8,656	9,740	4,535	4,646	4,918	5,372	6,284	6,354
July .....	35,948	43,038	49,198	8,747	9,086	10,049	3,243	3,528	3,850	4,314	5,368	5,140
August .....	34,137	31,569	36,376	8,296	8,610	9,438	2,777	2,951	3,096	3,921	5,276	4,426
September .....	31,591	35,940	35,484	7,935	8,184	9,277	3,504	3,734	3,774	4,232	5,054	5,036
October .....	30,138	32,486	37,678	7,935	8,747	8,893	3,988	5,009	4,839	6,019	7,700	7,000
November .....	26,144	34,236	34,300	8,026	7,763	9,110	5,040	5,180	5,120	6,287	6,843	6,629
December .....	16,703	24,534	25,144	7,665	7,827	8,963	5,518	6,458	6,560	7,850	9,986	10,124
Annual Total .....	363,110	406,070	461,418	90,175	93,675	104,024	49,020	53,196	54,861	59,716	71,320	70,953

Note: See table 4.

TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	2,617	3,079	3,716	1,541	1,616	2,056	2,951	2,654	2,982	3,596	3,232	3,152
February .....	3,080	3,691	4,114	1,511	1,432	1,564	2,645	2,150	2,328	3,422	3,380	3,732
March .....	4,644	4,585	4,003	2,482	2,629	2,855	3,285	2,768	3,079	4,060	3,661	4,776
April .....	4,616	5,164	5,078	3,028	3,638	3,286	4,068	3,436	3,820	4,582	4,322	5,348
May .....	5,990	4,972	5,534	3,703	3,745	3,870	5,292	4,645	5,392	6,322	5,629	6,574
June .....	5,412	5,675	5,837	3,705	3,808	3,751	4,935	4,253	5,274	6,090	5,920	6,926
July .....	3,578	3,871	4,116	2,435	2,491	2,550	4,025	3,948	4,816	6,090	6,010	7,011
August .....	3,402	3,432	3,574	2,400	2,475	2,409	4,182	4,038	4,264	5,800	6,347	7,235
September .....	3,812	4,191	4,276	2,962	2,857	2,762	4,343	4,342	4,800	4,872	5,954	7,263
October .....	3,628	4,487	4,436	2,502	2,805	2,617	4,535	4,601	4,937	5,568	6,352	7,208
November .....	4,067	4,489	4,254	3,345	2,735	2,623	4,050	4,026	4,402	4,408	5,334	5,682
December .....	6,116	7,261	7,309	4,206	4,918	4,520	3,968	4,995	4,898	3,190	4,376	4,103
<b>Annual Total .....</b>	<b>50,061</b>	<b>54,898</b>	<b>57,246</b>	<b>33,822</b>	<b>35,149</b>	<b>34,864</b>	<b>48,277</b>	<b>45,771</b>	<b>50,992</b>	<b>57,997</b>	<b>60,517</b>	<b>69,010</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	3,240	3,094	3,876	3,910	2,782	4,340	7,974	8,372	9,000	6,687	8,266	7,327
February .....	3,611	3,416	3,668	3,350	2,584	3,757	6,777	8,532	8,397	6,752	7,331	6,337
March .....	4,602	4,358	4,610	4,279	4,019	4,959	7,890	8,448	8,098	5,454	5,770	5,629
April .....	4,742	4,557	5,091	4,996	4,012	4,711	8,563	9,043	8,929	3,441	3,406	3,282
May .....	4,710	6,544	6,648	3,540	4,137	4,889	8,597	9,038	8,860	3,311	3,712	2,970
June .....	5,134	6,812	6,505	2,927	3,242	3,946	8,681	8,864	9,242	3,441	3,537	3,332
July .....	4,089	5,980	5,272	3,091	3,454	3,998	9,110	9,631	8,861	3,636	3,635	3,446
August .....	4,390	5,906	4,564	2,883	4,074	4,321	10,273	10,829	10,014	4,610	3,792	3,796
September .....	4,675	5,880	5,602	3,069	3,919	4,661	9,818	10,421	10,202	5,389	5,526	5,539
October .....	4,409	5,691	6,216	3,381	4,146	4,980	11,064	11,706	11,522	6,947	7,320	6,205
November .....	4,621	5,701	5,440	3,080	3,888	4,674	10,912	11,595	11,131	7,531	5,733	5,489
December .....	4,886	6,265	6,051	3,533	5,135	5,340	9,902	10,508	10,021	7,726	7,192	7,351
<b>Annual Total .....</b>	<b>53,109</b>	<b>64,203</b>	<b>63,542</b>	<b>42,036</b>	<b>45,393</b>	<b>54,576</b>	<b>109,560</b>	<b>116,987</b>	<b>114,276</b>	<b>64,926</b>	<b>65,220</b>	<b>60,702</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	3,923	4,216	4,616	1,369	1,442	1,837	1,418	1,609	1,698	26,632	28,558	31,871
February .....	4,216	4,316	4,456	1,296	1,368	1,328	1,434	1,619	1,761	25,427	29,136	29,516
March .....	4,113	4,439	4,731	1,986	1,472	1,415	1,642	1,772	1,775	33,128	32,656	34,568
April .....	3,775	4,263	4,567	1,555	1,702	1,761	1,536	1,935	1,790	33,160	37,133	39,929
May .....	3,968	4,349	4,244	1,686	1,750	1,843	1,647	2,019	1,939	37,171	41,173	44,025
June .....	3,829	4,093	4,151	1,954	1,781	1,858	1,636	1,962	1,968	37,737	38,962	39,223
July .....	3,755	4,068	4,290	1,637	1,541	1,764	1,419	1,953	1,783	34,868	41,272	39,043
August .....	3,801	4,141	4,362	1,847	1,786	1,937	1,406	1,777	1,777	37,481	41,300	40,481
September .....	3,823	4,121	4,153	1,848	1,810	1,862	1,645	1,798	1,798	36,414	41,224	44,268
October .....	4,010	4,388	4,656	1,850	1,791	2,105	1,628	1,705	1,764	37,224	41,628	45,222
November .....	3,962	4,244	4,359	1,932	1,694	1,855	1,498	1,626	1,565	43,036	44,985	47,194
December .....	5,177	5,760	5,706	5,131	5,521	5,224	2,152	2,188	2,186	44,361	48,030	48,685
<b>Annual Total .....</b>	<b>48,352</b>	<b>52,398</b>	<b>54,289</b>	<b>24,092</b>	<b>23,660</b>	<b>24,789</b>	<b>19,062</b>	<b>21,962</b>	<b>21,804</b>	<b>426,639</b>	<b>466,106</b>	<b>484,025</b>

Note. See table 4.



TABLE 5. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	295,495	290,747	328,230	51,349	59,947	66,432	5,413	5,289	4,694			
February .....	291,578	304,779	319,363	51,744	60,204	60,598	5,122	4,938	4,118			
March .....	347,034	330,158	359,293	61,838	63,338	62,730	6,056	5,103	4,347			
April .....	337,491	352,192	385,428	55,787	61,224	65,029	5,433	4,816	4,590			
May .....	358,455	407,300	417,120	60,560	69,725	71,138	5,716	5,236	4,894			
June .....	369,108	384,168	406,933	66,792	63,267	67,727	6,139	4,706	4,548			
July .....	338,041	374,479	401,051	60,073	65,152	69,977	5,178	4,367	4,367			
August .....	344,349	363,575	373,924	63,052	68,313	69,317	5,575	4,964	4,504			
September .....	342,549	364,848	377,420	64,056	62,606	66,681	6,031	4,862	4,523			
October .....	349,256	388,493	410,870	60,439	65,506	74,369	6,283	5,530	5,321			
November .....	350,429	370,927	376,568	64,027	64,937	65,222	6,003	5,264	4,504			
December .....	406,043	451,601	459,678	69,924	69,267	76,680	6,814	5,960	5,641			
Annual Total .....	4,129,827	4,383,267	4,615,879	729,641	773,486	815,900	69,764	61,036	56,052			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1951	1952			
January .....	6,467	6,202	6,218	20,855	18,373	21,534	4,574	4,772	5,549			
February .....	6,566	6,887	6,280	20,199	20,623	21,139	4,574	5,373	5,554			
March .....	7,064	6,965	6,518	24,842	23,575	25,956	6,773	6,268	6,518			
April .....	6,964	7,322	7,423	26,089	26,637	26,078	6,069	7,405	7,441			
May .....	8,855	9,074	8,600	26,459	27,914	28,779	7,124	7,524	7,990			
June .....	9,253	9,024	8,932	23,483	27,264	26,773	7,388	7,432	7,757			
July .....	9,850	10,212	10,173	17,738	19,937	21,373	6,861	7,233	7,759			
August .....	10,049	10,416	10,052	20,027	22,931	21,830	6,509	7,124	7,015			
September .....	8,357	8,300	8,985	24,549	28,820	30,088	6,948	7,103	7,612			
October .....	8,258	8,662	8,207	27,293	33,380	31,577	7,300	8,313	8,685			
November .....	8,357	7,488	7,531	36,093	37,103	39,033	8,180	8,579	8,775			
December .....	9,452	8,917	8,844	40,931	47,602	48,412	15,656	17,144	17,947			
Annual Total .....	99,491	99,471	97,762	308,557	334,159	342,570	87,956	94,269	98,602			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	55,240	46,634	54,600	15,100	15,866	16,774	5,553	5,837	5,915	4,034	4,368	4,542
February .....	65,729	56,633	66,459	14,031	15,735	15,757	5,805	5,871	5,267	3,336	3,563	3,480
March .....	75,526	62,296	80,221	15,741	16,293	17,906	7,450	6,966	7,078	4,415	4,383	4,791
April .....	71,323	71,370	89,035	17,434	18,896	20,708	7,145	7,725	7,212	4,543	5,410	5,184
May .....	68,526	92,511	89,311	19,559	21,397	22,901	8,102	7,929	8,322	4,595	5,536	5,500
June .....	65,729	77,206	86,231	19,768	19,861	21,665	8,633	8,011	8,199	5,104	5,220	5,122
July .....	58,037	74,844	84,056	20,400	21,649	23,831	6,466	6,712	6,843	4,207	4,545	4,792
August .....	53,842	54,347	64,931	19,130	19,760	22,170	6,257	6,780	5,871	4,168	4,601	4,227
September .....	49,646	59,709	58,271	18,279	19,902	20,411	7,293	7,096	7,184	4,880	4,850	5,193
October .....	51,045	60,424	67,792	19,547	20,911	21,860	7,989	9,033	8,208	5,283	6,576	6,088
November .....	46,150	60,826	55,748	17,001	16,203	17,901	9,565	9,115	9,112	5,946	6,482	6,145
December .....	38,451	52,454	48,966	16,569	16,928	18,243	15,474	16,394	16,134	8,509	9,844	9,990
Annual Total .....	699,243	769,255	845,623	212,560	223,400	240,128	95,733	97,470	95,345	59,020	65,378	65,055

Note. See table 4.

**TABLE 5. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	5,883	6,154	6,570	3,035	2,738	3,630	5,398	5,076	5,244	9,650	7,681	8,650
February .....	4,598	4,944	5,566	2,454	2,733	2,908	4,522	4,589	4,693	8,011	7,247	7,580
March .....	7,172	6,784	7,354	3,776	3,250	3,417	5,778	5,714	5,970	9,531	7,562	8,801
April .....	6,852	7,411	7,206	3,922	4,571	4,593	6,967	7,193	7,138	11,447	9,554	11,276
May .....	7,260	7,498	8,203	4,412	4,609	4,903	8,893	9,152	9,323	13,992	12,282	13,612
June .....	7,460	7,406	7,478	4,983	4,782	5,096	8,647	8,505	8,774	13,668	12,084	13,088
July .....	6,379	6,484	7,148	3,760	3,820	4,453	7,728	7,844	8,308	12,609	12,738	14,584
August .....	5,802	6,196	5,840	3,755	4,096	4,002	6,590	6,877	7,131	13,070	12,703	13,574
September .....	7,218	7,177	7,437	4,623	4,565	4,771	6,994	6,974	7,201	11,945	12,935	12,841
October .....	7,087	8,462	8,655	4,189	4,415	4,933	7,559	7,744	8,211	13,447	14,211	14,078
November .....	7,356	7,633	7,601	5,266	4,753	5,050	6,893	6,772	6,846	11,037	11,027	12,836
December .....	11,575	12,435	12,713	6,463	7,256	7,398	8,214	8,680	8,663	8,268	9,789	10,544
<b>Annual Total .....</b>	<b>84,642</b>	<b>88,584</b>	<b>91,770</b>	<b>50,639</b>	<b>51,588</b>	<b>55,155</b>	<b>84,182</b>	<b>85,120</b>	<b>87,503</b>	<b>136,676</b>	<b>129,813</b>	<b>141,465</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	4,790	4,570	6,242	11,188	8,844	12,484	12,133	12,686	13,080	12,569	13,087	11,946
February .....	4,475	5,072	5,941	9,740	10,204	11,957	10,938	12,958	12,394	11,959	11,829	10,217
March .....	5,423	5,862	6,640	10,061	9,652	10,968	13,395	13,747	13,536	9,640	10,570	9,524
April .....	5,507	5,376	6,341	10,649	8,014	10,752	12,894	14,219	14,331	6,346	6,010	6,336
May .....	4,960	7,399	7,308	7,548	10,809	12,019	14,373	16,311	16,353	6,712	6,868	5,827
June .....	5,047	6,983	7,392	7,402	11,407	11,481	14,026	15,453	16,061	8,420	7,192	7,124
July .....	4,494	6,608	7,022	6,978	9,449	10,494	16,383	17,934	18,766	9,030	7,066	6,867
August .....	4,764	6,834	7,162	6,591	8,119	9,292	16,897	18,358	18,716	9,763	9,531	7,953
September .....	5,295	7,274	6,694	7,185	10,235	10,601	15,430	15,900	16,682	10,617	11,707	11,170
October .....	5,214	7,400	7,829	6,840	9,205	10,668	15,326	16,150	16,480	12,569	13,479	12,105
November .....	4,973	6,861	7,198	7,833	10,952	11,724	12,981	14,097	14,268	12,575	9,264	10,808
December .....	6,137	8,296	8,355	10,964	16,006	15,703	12,350	13,020	13,114	11,832	11,156	11,917
<b>Annual Total .....</b>	<b>61,081</b>	<b>78,535</b>	<b>84,124</b>	<b>102,980</b>	<b>122,894</b>	<b>138,143</b>	<b>167,127</b>	<b>180,832</b>	<b>183,781</b>	<b>122,033</b>	<b>117,761</b>	<b>111,792</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	8,295	8,603	9,835	2,903	2,758	3,449	3,223	3,751	4,136	47,842	47,514	56,705
February .....	8,422	8,886	9,266	2,681	2,754	3,179	3,109	3,924	4,152	43,564	49,812	52,859
March .....	9,178	9,133	9,656	3,020	2,795	3,261	3,342	3,797	3,938	57,013	56,106	60,164
April .....	8,136	9,202	9,868	2,988	2,860	3,226	3,533	4,029	4,196	57,461	62,948	67,464
May .....	8,642	9,346	10,058	3,157	3,652	3,948	3,740	4,319	4,476	65,270	68,207	73,653
June .....	9,334	9,413	10,340	3,471	3,782	4,010	4,549	4,787	5,429	69,812	70,382	73,707
July .....	8,172	8,799	9,427	3,032	3,640	3,860	3,570	3,899	4,447	67,097	71,546	72,503
August .....	9,334	10,058	10,854	3,639	4,031	4,074	3,808	4,265	4,385	71,726	73,272	71,023
September .....	9,506	9,858	10,686	3,360	3,800	4,338	3,854	4,228	4,376	66,482	66,949	71,673
October .....	9,649	10,064	11,284	3,674	4,475	4,792	4,289	4,348	4,748	65,974	70,205	74,977
November .....	8,957	9,330	10,102	4,403	4,958	5,617	4,487	4,860	4,716	62,346	64,421	65,831
December .....	12,759	13,704	15,049	9,336	11,547	11,214	5,466	6,060	5,732	80,897	89,141	88,420
<b>Annual Total .....</b>	<b>110,383</b>	<b>116,395</b>	<b>126,427</b>	<b>45,666</b>	<b>51,053</b>	<b>54,967</b>	<b>46,970</b>	<b>52,266</b>	<b>54,733</b>	<b>755,483</b>	<b>790,502</b>	<b>828,980</b>

Note: See Table 4.

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued

(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	40,977	42,592	48,735	6,332	6,972	7,886	372	387	318			
February .....	40,297	42,088	45,106	6,388	7,055	7,187	360	395	307			
March .....	46,932	44,242	47,646	7,370	7,408	7,502	396	340	350			
April .....	53,246	54,220	57,901	7,015	7,436	8,023	443	440	374			
May .....	54,533	60,470	62,103	7,798	8,574	8,914	514	513	455			
June .....	54,022	55,312	57,688	8,182	7,592	8,264	579	481	419			
July .....	53,209	59,160	60,958	7,468	7,863	8,482	514	484	441			
August .....	50,659	54,316	55,187	7,764	8,027	8,508	526	491	435			
September .....	50,527	55,034	55,350	8,063	7,982	8,423	579	471	386			
October .....	53,896	61,484	65,223	7,706	8,155	9,220	638	554	548			
November .....	55,360	58,963	57,872	7,550	7,691	7,754	538	474	418			
December .....	56,290	63,389	63,392	8,304	8,125	9,031	449	365	432			
Annual Total .....	609,948	651,268	677,161	89,940	92,880	99,192	5,910	5,396	4,884			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	2,599	3,236	3,200	6,248	5,617	6,662	240	258	304			
February .....	2,352	3,074	2,857	6,343	6,349	6,121	250	290	309			
March .....	2,764	3,254	3,084	7,292	6,760	7,375	350	333	366			
April .....	3,053	3,904	3,630	7,899	7,409	8,009	350	453	454			
May .....	3,793	4,392	4,295	7,500	8,280	7,940	410	435	465			
June .....	3,837	3,938	3,882	7,237	7,230	7,490	425	409	436			
July .....	3,590	4,264	4,138	6,211	6,316	6,942	395	424	444			
August .....	3,796	4,636	4,474	6,538	6,995	6,394	380	388	386			
September .....	3,507	3,931	3,821	7,414	7,784	7,846	380	410	417			
October .....	3,920	4,207	4,207	8,508	9,836	9,285	435	495	508			
November .....	3,796	4,154	3,665	10,809	11,090	10,935	485	527	538			
December .....	4,253	4,647	4,462	11,436	12,351	12,450	900	1,010	1,072			
Annual Total .....	41,259	47,634	45,714	93,434	96,017	97,448	5,002	5,430	5,698			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	8,379	9,014	10,064	1,335	1,350	1,644	464	438	527	517	558	605
February .....	8,606	8,143	10,435	1,077	1,288	1,312	343	324	304	404	325	309
March .....	9,851	7,796	9,382	1,499	1,544	1,698	404	347	434	486	507	511
April .....	12,342	11,571	12,314	2,108	2,301	2,363	452	448	513	618	741	676
May .....	10,644	14,464	13,646	2,061	2,275	2,466	428	410	506	710	730	738
June .....	9,625	11,794	11,915	2,482	2,820	2,718	493	396	511	700	680	719
July .....	12,682	15,835	14,884	2,178	2,363	2,401	544	518	663	607	610	602
August .....	8,945	9,072	8,629	2,529	2,797	2,853	581	582	581	580	581	592
September .....	8,039	9,415	7,774	2,225	2,341	2,445	533	464	504	710	714	654
October .....	9,285	10,998	13,381	2,248	2,499	2,640	571	578	583	765	868	841
November .....	8,718	9,964	8,720	2,108	2,215	2,465	927	931	912	1,006	1,003	839
December .....	6,115	8,944	7,250	1,569	1,587	1,751	878	901	1,019	1,072	1,156	1,135
Annual Total .....	113,231	127,009	128,395	23,417	25,380	26,756	6,619	6,337	7,056	8,176	8,474	8,222

Note. See table 4.



**TABLE 5. Manitoba—Estimated Retail Trade—by Kinds of Business and Months, 1951, 1952 and 1953—Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	383	360	430	187	204	218	640	629	753	2,442	1,967	2,463
February .....	348	362	400	148	172	156	817	855	808	2,076	1,678	2,188
March .....	469	452	501	207	221	241	750	762	760	2,070	1,837	2,227
April .....	512	546	572	298	376	341	1,140	1,057	1,106	2,884	2,248	2,836
May .....	537	525	604	333	365	376	1,179	1,150	1,288	4,193	3,592	4,020
June .....	588	488	561	366	355	366	1,256	1,156	1,227	4,270	4,035	4,384
July .....	499	495	552	275	300	321	1,136	1,190	1,355	3,958	3,786	4,729
August .....	425	438	450	254	267	251	1,011	1,086	1,197	3,569	3,529	4,367
September .....	503	641	596	302	330	313	1,112	1,206	1,302	3,479	4,064	4,539
October .....	493	704	675	280	337	339	1,177	1,376	1,495	3,550	4,444	4,603
November .....	547	593	579	276	332	295	1,156	1,241	1,311	3,010	3,359	4,024
December .....	686	707	696	300	361	339	1,431	1,728	1,888	2,289	3,149	3,363
<b>Annual Total .....</b>	<b>5,988</b>	<b>6,310</b>	<b>6,616</b>	<b>3,225</b>	<b>3,621</b>	<b>3,558</b>	<b>12,807</b>	<b>13,437</b>	<b>14,489</b>	<b>37,790</b>	<b>37,688</b>	<b>43,743</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	210	180	303	1,213	1,089	1,428	1,707	1,812	2,177	1,104	1,203	1,096
February .....	283	240	345	1,146	1,043	1,245	1,514	1,662	1,831	856	798	647
March .....	286	224	415	1,364	953	1,217	1,856	1,886	2,074	892	774	592
April .....	305	225	511	1,214	1,197	1,100	1,992	2,041	2,392	552	411	336
May .....	277	352	373	922	1,001	1,049	2,345	2,308	2,606	432	426	431
June .....	253	305	389	833	1,060	987	2,160	1,981	2,280	469	424	280
July .....	253	262	428	679	878	974	2,229	2,062	2,276	423	378	217
August .....	228	321	490	634	1,094	897	2,126	2,045	2,122	506	481	280
September .....	177	280	271	869	1,343	1,249	2,195	2,202	2,378	856	814	628
October .....	216	312	419	796	1,305	1,344	2,449	2,511	2,820	1,021	1,056	586
November .....	244	433	458	1,098	1,335	1,245	2,185	2,273	2,394	1,076	915	527
December .....	332	422	495	1,517	1,737	1,890	2,139	2,184	2,312	1,012	963	786
<b>Annual Total .....</b>	<b>3,047</b>	<b>3,558</b>	<b>4,898</b>	<b>12,285</b>	<b>14,035</b>	<b>14,622</b>	<b>24,898</b>	<b>24,966</b>	<b>27,662</b>	<b>9,201</b>	<b>8,643</b>	<b>6,404</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	1,161	1,201	1,264	282	324	370	100	116	108	5,060	5,676	6,915
February .....	1,433	1,532	1,528	271	290	367	100	116	108	5,182	6,097	6,343
March .....	1,304	1,312	1,257	349	388	430	117	121	106	6,872	7,022	7,125
April .....	1,204	1,327	1,293	326	334	430	120	126	110	8,418	9,630	10,518
May .....	1,312	1,362	1,348	365	463	438	118	122	101	8,661	8,731	10,043
June .....	1,296	1,263	1,299	392	461	478	126	119	106	8,453	8,324	8,978
July .....	1,233	1,245	1,261	334	475	505	109	113	99	7,893	9,298	9,246
August .....	1,358	1,392	1,408	370	450	591	119	115	97	8,418	9,528	10,186
September .....	1,278	1,284	1,300	389	487	557	119	116	100	7,797	8,756	9,847
October .....	1,302	1,384	1,381	397	458	612	128	117	107	8,010	9,290	9,631
November .....	1,232	1,297	1,231	509	543	683	120	109	94	7,971	8,484	8,784
December .....	1,765	1,832	1,791	1,175	1,413	1,428	185	176	152	8,484	9,633	9,651
<b>Annual Total .....</b>	<b>15,877</b>	<b>16,429</b>	<b>16,362</b>	<b>5,161</b>	<b>6,086</b>	<b>6,889</b>	<b>1,461</b>	<b>1,467</b>	<b>1,288</b>	<b>91,220</b>	<b>100,471</b>	<b>107,267</b>

Note: See Table 4.



TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	32, 213	40, 431	49, 073	4, 496	5, 473	6, 250	541	551	488			
February .....	33, 013	39, 980	44, 163	4, 717	5, 773	5, 783	551	555	428			
March .....	36, 865	45, 240	53, 731	5, 396	6, 034	5, 987	679	569	453			
April .....	54, 431	69, 322	81, 516	5, 289	6, 166	6, 669	650	639	560			
May .....	68, 559	76, 218	81, 266	6, 176	7, 241	7, 652	795	784	661			
June .....	62, 239	65, 894	74, 317	6, 876	6, 949	7, 689	893	759	699			
July .....	60, 320	70, 293	77, 275	6, 621	7, 413	8, 070	791	782	642			
August .....	69, 314	77, 421	88, 685	6, 766	7, 579	7, 955	831	797	607			
September .....	61, 847	69, 927	74, 350	6, 878	7, 007	8, 064	894	791	663			
October .....	64, 086	73, 788	82, 114	6, 621	7, 382	9, 056	951	959	771			
November .....	57, 967	66, 316	69, 306	6, 804	7, 380	7, 892	845	752	602			
December .....	57, 730	69, 185	69, 154	7, 099	7, 364	8, 595	841	753	668			
Annual Total .....	658, 584	764, 017	844, 951	73, 740	81, 762	89, 663	9, 261	8, 692	7, 243			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	3, 667	4, 329	4, 929	2, 922	3, 322	3, 913	282	353	454			
February .....	3, 532	4, 185	4, 090	3, 089	3, 447	3, 423	326	430	479			
March .....	4, 334	5, 059	5, 219	3, 551	3, 803	4, 510	383	465	528			
April .....	4, 601	5, 633	5, 726	4, 306	4, 397	5, 140	414	617	642			
May .....	6, 068	6, 226	6, 114	4, 565	4, 789	5, 014	489	560	601			
June .....	6, 068	5, 680	6, 296	4, 159	4, 063	4, 579	540	576	620			
July .....	5, 801	6, 144	6, 455	2, 994	3, 174	3, 621	508	593	622			
August .....	5, 934	6, 508	6, 861	3, 473	3, 862	4, 086	508	572	618			
September .....	6, 601	6, 676	6, 637	3, 907	4, 587	4, 693	458	523	569			
October .....	7, 001	7, 282	7, 551	5, 414	6, 394	6, 068	533	678	709			
November .....	6, 070	5, 974	5, 783	5, 825	6, 280	6, 904	652	762	803			
December .....	7, 001	7, 418	7, 247	6, 694	8, 032	8, 153	1, 180	1, 435	1, 499			
Annual Total .....	66, 676	71, 113	72, 907	50, 898	56, 149	60, 100	6, 274	7, 558	8, 144			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	7, 065	9, 382	11, 566	910	1, 058	1, 385	501	582	752	519	530	722
February .....	7, 394	9, 195	11, 883	827	1, 006	1, 184	415	504	502	495	468	458
March .....	9, 037	11, 550	15, 179	799	1, 127	1, 423	466	542	630	498	689	604
April .....	17, 581	22, 048	27, 194	1, 461	1, 960	2, 229	599	718	715	572	1, 384	1, 218
May .....	20, 375	23, 165	22, 719	3, 114	2, 848	4, 010	627	705	724	754	1, 059	1, 040
June .....	17, 417	18, 203	21, 265	2, 536	2, 488	3, 613	632	602	626	767	994	1, 123
July .....	15, 774	18, 943	20, 790	3, 225	3, 353	4, 649	416	425	502	540	849	1, 120
August .....	16, 264	17, 025	20, 321	4, 079	4, 156	5, 674	445	485	473	508	734	875
September .....	14, 788	18, 818	17, 072	3, 252	3, 310	4, 616	615	616	622	1, 063	577	601
October .....	15, 117	16, 655	18, 037	3, 418	4, 194	4, 834	747	978	972	1, 722	1, 123	1, 037
November .....	13, 474	15, 231	15, 513	2, 150	2, 827	3, 392	860	984	894	1, 513	986	990
December .....	10, 026	12, 639	12, 139	1, 792	2, 080	2, 545	1, 083	1, 213	1, 206	1, 386	1, 167	1, 079
Annual Total .....	164, 312	192, 854	213, 678	27, 561	30, 407	39, 554	7, 405	8, 353	8, 618	10, 338	10, 560	10, 866

Note. See table 4.

TABLE 5. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1951, 1952 and 1953—Continued

(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	434	592	655	96			822	1,012	1,303	1,443	2,177	2,464
February .....	454	537	514	116			738	1,101	1,202	1,582	1,797	2,118
March .....	474	518	581	129			885	1,326	1,568	1,286	1,529	2,300
April .....	631	794	792	180			1,496	1,979	2,240	1,706	1,892	2,938
May .....	659	725	688	247			2,571	2,748	2,972	2,717	3,450	4,158
June .....	589	515	561	253			2,023	2,148	2,376	3,233	3,902	5,169
July .....	518	568	565	219	Not available		1,833	2,190	2,467	3,050	4,434	5,618
August .....	603	581	544	187			2,192	2,513	3,055	4,102	4,952	6,497
September .....	628	645	597	185			2,192	2,904	2,764	3,384	4,814	6,055
October .....	820	966	985	223			2,171	2,676	2,934	3,050	5,192	6,171
November .....	756	799	675	253			1,854	2,309	2,336	2,674	4,151	5,444
December .....	843	878	816	287			2,297	3,029	3,099	1,921	2,818	3,042
Annual Total .....	7,459	8,119	7,972	2,376	3,008	3,252	21,074	25,934	28,319	30,749	41,109	51,975
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	137	124	161	382	482	1,673	1,590	1,815	2,108	639	741	705
February .....	165	215	189	596	988	920	1,540	1,993	2,024	558	503	490
March .....	173	173	222	419	896	1,185	1,668	2,144	2,104	493	454	455
April .....	244	192	238	992	1,388	1,741	1,829	2,270	2,444	258	180	301
May .....	179	180	153	571	1,104	1,496	2,064	2,348	2,465	177	187	332
June .....	242	182	183	746	1,616	1,066	2,256	2,476	2,491	204	180	266
July .....	213	244	252	688	1,114	1,452	2,313	2,473	2,767	252	257	294
August .....	186	215	211	936	1,155	993	2,332	2,657	2,879	317	289	276
September .....	197	171	128	479	1,185	836	2,025	2,257	2,468	489	421	428
October .....	250	318	352	802	1,016	1,157	2,049	2,403	2,664	618	640	635
November .....	305	306	276	530	1,423	985	2,119	2,350	2,544	644	492	540
December .....	336	332	272	661	2,882	1,563	2,286	2,372	2,467	720	611	666
Annual Total .....	2,626	2,650	2,638	7,802	15,250	15,068	24,071	27,558	29,425	5,370	4,954	5,388
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	1,001	1,254	1,428	236	316	408	66	77	88	4,415	6,114	7,412
February .....	988	1,109	1,273	189	204	283	67	80	87	4,673	5,662	6,644
March .....	1,001	1,212	1,340	310	327	449	101	109	121	4,792	6,541	8,672
April .....	981	1,205	1,371	273	336	364	71	77	83	10,287	15,167	18,625
May .....	1,067	1,239	1,290	352	465	447	79	84	91	14,914	16,017	18,329
June .....	1,105	1,175	1,348	377	492	498	77	79	88	11,249	12,576	13,496
July .....	1,089	1,202	1,379	309	376	396	71	76	86	12,493	15,424	15,227
August .....	1,105	1,239	1,448	316	361	396	78	86	92	18,152	21,430	24,581
September .....	1,106	1,381	1,509	294	540	574	74	78	83	12,337	12,386	15,116
October .....	1,288	1,530	1,661	340	432	464	80	88	98	10,871	12,578	15,631
November .....	1,234	1,428	1,540	487	607	555	79	85	86	8,840	10,868	11,265
December .....	1,566	1,904	2,056	1,110	1,285	1,312	124	141	145	8,478	10,484	10,213
Annual Total .....	13,530	15,938	17,645	4,594	5,741	6,138	966	1,060	1,147	121,502	145,248	165,212

Note. See table 4.

TABLE 5. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	55,208	57,928	66,318	7,191	9,096	10,059	1,203	1,300	1,152			
February .....	58,443	59,496	64,953	7,243	8,541	8,886	1,238	1,192	1,049			
March .....	63,253	67,214	75,004	8,479	9,525	9,241	1,406	1,213	1,113			
April .....	72,915	75,824	83,477	7,825	8,610	9,571	1,337	1,172	1,156			
May .....	74,263	84,706	88,571	8,666	10,091	10,853	1,322	1,144	1,200			
June .....	75,896	80,786	86,211	9,560	9,860	10,899	1,286	1,044	1,147			
July .....	69,960	80,606	86,179	8,479	9,770	10,757	1,200	1,150	1,126			
August .....	77,116	84,112	86,125	8,853	9,876	10,481	1,470	1,276	1,331			
September .....	76,380	82,033	84,192	9,206	9,529	10,406	1,404	1,223	1,278			
October .....	74,473	87,019	91,179	8,978	10,295	11,992	1,607	1,324	1,460			
November .....	72,988	85,186	82,777	9,134	9,884	10,081	1,627	1,340	1,161			
December .....	82,874	94,178	92,422	10,298	11,042	12,150	1,833	1,402	1,553			
Annual Total .....	853,769	939,089	987,408	103,912	116,120	125,376	16,932	14,780	14,726			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	3,747	4,116	4,205	5,601	5,708	7,083	466	531	664			
February .....	3,745	4,117	3,866	5,628	6,145	6,576	516	630	697			
March .....	4,351	4,534	4,239	6,902	6,971	7,870	664	709	818			
April .....	4,472	4,835	4,446	7,151	6,894	7,900	684	918	956			
May .....	5,076	5,405	5,187	6,752	8,143	8,330	763	736	860			
June .....	5,620	5,120	5,041	6,709	7,118	7,716	862	890	943			
July .....	5,016	5,077	5,229	5,534	6,088	6,970	813	923	1,014			
August .....	5,137	5,300	4,935	6,379	7,355	7,436	773	827	874			
September .....	5,378	4,997	5,119	7,194	8,057	8,291	773	817	888			
October .....	5,862	5,699	5,886	8,086	9,751	10,190	823	1,018	1,071			
November .....	5,499	5,529	5,028	9,236	10,880	10,945	952	1,168	1,169			
December .....	6,528	6,240	6,163	11,243	13,211	13,277	1,824	2,266	2,323			
Annual Total .....	60,432	60,969	59,342	86,414	96,319	102,583	9,914	11,432	12,277			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	12,582	11,500	12,613	2,685	3,085	3,509	949	1,211	1,391	734	678	854
February .....	16,456	13,055	14,930	3,105	3,422	4,082	707	876	942	719	678	682
March .....	15,292	15,310	19,062	2,979	3,686	4,100	830	887	974	983	820	869
April .....	20,710	18,800	22,058	3,482	4,574	5,234	1,085	1,221	1,255	1,041	975	900
May .....	18,585	22,320	22,195	3,692	3,946	4,527	1,038	1,274	1,300	1,182	1,070	1,126
June .....	17,421	20,322	21,647	4,028	4,214	4,914	1,235	1,175	1,282	1,215	950	979
July .....	15,292	19,124	20,071	4,238	4,963	5,877	906	1,112	1,123	1,035	910	948
August .....	16,841	17,226	16,922	4,238	4,747	5,796	889	1,048	1,125	1,010	824	872
September .....	16,649	19,007	16,363	3,482	4,003	4,290	974	1,048	1,142	1,181	983	1,016
October .....	15,290	18,198	16,582	4,196	4,976	5,308	1,309	1,516	1,660	1,438	1,186	1,304
November .....	14,711	18,294	15,414	2,559	3,212	3,653	1,351	1,852	1,667	1,393	1,340	1,251
December .....	13,741	16,998	13,502	3,273	3,943	4,289	2,168	2,500	2,637	1,872	1,619	1,696
Annual Total .....	193,570	210,155	211,358	41,958	48,770	55,579	13,442	15,720	16,498	13,803	12,036	12,496

Note. See table 4.

TABLE 5. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Continued  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	826	952	1,405	280	325	374	1,324	1,212	1,452	2,834	2,260	3,064
February .....	697	766	964	191	291	276	1,284	1,315	1,363	2,587	2,582	3,552
March .....	866	916	1,353	339	353	382	1,452	1,620	1,774	2,655	2,814	3,740
April .....	929	1,198	1,420	402	511	478	2,144	2,129	2,142	3,692	3,326	4,083
May .....	1,166	1,428	1,820	420	503	522	2,536	2,542	2,620	4,349	4,257	4,639
June .....	1,043	1,237	1,556	422	493	514	2,387	2,430	2,598	4,948	4,929	6,070
July .....	1,006	1,388	1,748	352	419	457	1,991	2,091	2,298	4,901	5,064	5,912
August .....	909	1,203	1,444	394	416	398	2,382	2,534	2,521	5,579	5,486	6,213
September .....	1,036	1,286	1,505	379	414	392	2,394	2,639	2,723	4,891	5,559	6,212
October .....	1,084	2,008	2,442	452	480	501	2,422	2,833	2,925	4,361	5,949	6,365
November .....	1,094	1,512	1,559	416	561	477	1,978	2,436	2,445	3,895	5,366	5,786
December .....	1,572	2,077	2,320	462	525	531	2,926	3,465	3,435	2,693	3,978	4,090
Annual Total .....	12,229	15,071	19,537	4,508	5,290	5,300	25,219	27,247	28,296	47,386	51,571	59,726
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	653	684	881	1,128	1,095	1,527	2,399	2,563	2,669	153	192	174
February .....	723	787	902	1,060	1,116	1,351	2,168	2,568	2,537	113	91	51
March .....	635	749	872	980	1,680	1,435	2,555	2,806	2,758	95	107	41
April .....	812	734	968	1,254	1,554	1,354	2,839	3,122	2,971	41	27	28
May .....	697	856	1,006	998	1,330	1,615	3,357	3,874	3,757	49	36	32
June .....	679	882	881	784	970	1,359	3,113	3,501	3,279	42	21	19
July .....	582	887	784	774	1,172	1,062	3,904	4,156	3,992	30	15	24
August .....	785	1,028	975	535	984	1,023	3,788	4,040	3,953	32	26	13
September .....	679	967	887	806	1,161	1,388	3,746	3,566	3,787	65	48	30
October .....	741	1,159	1,140	1,338	2,022	2,094	3,229	3,378	3,366	122	90	54
November .....	918	1,328	1,014	1,606	2,184	2,185	3,370	3,533	3,297	205	106	66
December .....	918	1,213	1,109	1,158	1,995	1,906	3,446	3,498	3,109	160	76	61
Annual Total .....	8,822	11,274	11,420	12,422	17,262	18,298	37,914	40,604	39,474	1,107	834	594
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	1,328	1,540	1,786	433	522	537	151	173	177	8,542	9,184	10,740
February .....	1,364	1,488	1,647	387	400	403	141	158	151	8,371	9,277	10,048
March .....	1,421	1,599	1,680	393	446	440	129	136	127	9,846	10,335	12,117
April .....	1,304	1,468	1,597	413	439	466	149	162	164	11,149	13,156	14,330
May .....	1,402	1,667	1,719	485	620	560	166	176	178	11,561	13,290	14,528
June .....	1,482	1,480	1,635	513	590	577	161	152	178	12,384	13,409	12,977
July .....	1,370	1,459	1,595	498	547	566	134	147	140	11,904	14,145	14,487
August .....	1,346	1,518	1,575	546	584	589	135	140	136	15,095	17,674	17,512
September .....	1,508	1,686	1,706	484	560	505	151	154	147	13,997	14,328	16,118
October .....	1,515	1,796	1,953	514	659	611	165	165	156	10,944	12,516	14,119
November .....	1,433	1,553	1,653	575	679	619	163	167	148	10,875	12,263	13,158
December .....	2,198	2,431	2,478	1,746	1,880	1,664	259	257	231	12,556	13,561	13,899
Annual Total .....	17,671	19,683	21,022	6,986	7,927	7,536	1,905	1,986	1,934	137,223	153,137	164,032

Note. See Table 4.



TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1951, 1952 and 1953—Continued

(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	78,363	76,547	88,108	12,702	14,961	16,677	1,957	1,992	1,813			
February .....	79,029	81,913	86,430	12,566	14,979	14,915	1,859	1,968	1,611			
March .....	90,807	92,441	97,732	14,654	15,780	15,900	2,147	2,011	1,685			
April .....	92,446	94,716	103,205	13,989	16,066	16,884	1,833	1,829	1,667			
May .....	91,137	108,440	107,838	14,248	16,731	17,276	1,856	1,843	1,729			
June .....	97,585	103,779	107,258	15,671	15,771	16,949	2,035	1,840	1,853			
July .....	90,540	103,060	108,349	14,708	16,341	17,432	1,729	1,654	1,651			
August .....	93,843	102,138	104,086	15,101	16,683	15,797	1,899	1,821	1,709			
September .....	91,400	97,350	100,106	14,871	15,368	15,378	1,881	1,759	1,554			
October .....	91,468	99,356	107,454	15,047	16,211	17,177	2,014	1,953	1,811			
November .....	93,663	99,102	99,286	15,440	16,158	15,180	2,017	1,874	1,625			
December .....	109,498	118,016	118,378	17,229	17,393	17,976	2,556	2,190	2,121			
Annual Total .....	1,099,780	1,176,858	1,228,231	176,225	192,442	197,540	23,785	22,735	20,830			
	General Stores			Department Stores			Variety Stores					
	1951	1952	1953	1951	1952	1953	1951	1952	1953			
January .....	3,011	3,295	3,257	8,831	9,157	10,256	546	597	714			
February .....	3,317	3,547	3,257	9,198	9,833	10,019	613	709	758			
March .....	3,615	3,791	3,536	10,637	11,244	11,570	847	793	875			
April .....	3,623	3,770	3,592	10,654	10,505	11,587	769	911	967			
May .....	3,929	4,322	3,936	10,560	12,935	12,716	836	901	1,008			
June .....	4,389	4,336	4,111	10,458	11,409	11,923	914	882	970			
July .....	5,111	5,264	5,015	8,930	9,912	11,190	848	886	1,062			
August .....	5,103	5,053	4,774	10,007	11,758	12,334	859	930	1,025			
September .....	4,644	4,268	4,318	11,059	12,905	12,983	848	945	985			
October .....	4,338	4,029	4,034	11,744	13,329	14,782	903	1,017	1,071			
November .....	4,848	4,488	4,145	13,951	15,904	15,952	1,015	1,114	1,096			
December .....	5,103	4,581	4,494	18,569	20,686	21,079	2,152	2,409	2,467			
Annual Total .....	51,032	50,744	48,467	134,596	149,578	156,391	11,151	12,093	12,998			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Store			Family Clothing Stores		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	17,154	13,159	16,772	3,273	2,734	2,808	1,271	1,037	1,367	943	778	914
February .....	19,695	16,613	20,167	2,745	2,939	2,681	1,130	1,091	1,155	756	510	551
March .....	20,966	19,005	22,211	3,576	4,339	3,766	1,342	1,184	1,295	812	613	548
April .....	20,754	19,537	24,496	3,581	3,639	3,353	1,319	1,286	1,445	1,348	1,207	1,098
May .....	19,060	25,491	23,557	3,978	4,320	4,104	1,468	1,473	1,664	1,075	991	857
June .....	20,966	25,583	25,333	4,026	3,686	4,093	1,634	1,352	1,539	1,196	946	918
July .....	16,731	23,982	24,207	4,346	4,101	4,877	1,354	1,317	1,649	1,060	884	961
August .....	15,883	18,535	21,300	4,032	4,666	4,384	1,439	1,451	1,464	1,164	1,013	968
September .....	15,884	18,679	18,657	3,500	3,563	4,162	1,619	1,460	1,654	1,149	889	896
October .....	16,518	19,860	21,136	3,762	3,631	4,058	1,680	1,710	2,004	1,182	860	912
November .....	16,096	17,634	18,668	3,713	3,570	3,759	1,826	1,828	1,787	1,141	1,009	830
December .....	12,071	16,430	15,741	3,717	3,737	3,806	2,737	2,588	2,811	1,869	1,518	1,446
Annual Total .....	211,779	234,510	252,245	44,246	44,926	45,850	18,818	17,777	19,834	13,696	11,219	10,902

Note: See table 4.

**TABLE 5. British Columbia — Estimated Retail Trade — by Kinds of Business and Months, 1951, 1952 and 1953 — Concluded**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	1,631	1,726	1,970	723	726	868	1,493	1,134	1,180	2,119	1,602	2,168
February .....	1,361	1,487	1,569	533	644	622	1,535	1,520	1,365	2,040	1,992	1,990
March .....	1,987	2,071	2,059	705	750	742	1,672	1,518	1,484	2,266	2,777	2,576
April .....	2,000	2,162	2,141	811	854	876	2,102	1,664	1,609	2,856	2,762	3,020
May .....	2,090	2,462	2,379	876	1,055	1,078	2,004	1,924	1,948	3,062	3,310	3,455
June .....	2,148	1,984	1,885	961	946	938	2,138	1,752	1,808	3,100	3,279	3,498
July .....	1,954	1,997	2,062	806	861	973	1,848	1,682	1,817	2,702	2,518	3,356
August .....	1,832	1,893	1,834	809	952	968	1,868	1,802	1,691	3,297	2,756	3,321
September .....	1,883	2,008	1,936	964	960	1,018	2,083	1,925	2,060	2,881	3,356	3,374
October .....	1,968	2,271	2,305	883	969	1,100	1,891	1,750	1,871	2,994	3,377	3,166
November .....	2,059	2,359	1,970	785	848	853	1,848	1,669	1,563	2,965	2,797	2,856
December .....	3,332	3,476	3,227	1,223	1,219	1,264	2,533	2,427	2,448	1,936	2,442	2,322
<b>Annual Total .....</b>	<b>24,244</b>	<b>25,895</b>	<b>25,335</b>	<b>10,080</b>	<b>10,783</b>	<b>11,301</b>	<b>23,014</b>	<b>20,769</b>	<b>20,843</b>	<b>32,217</b>	<b>32,969</b>	<b>35,103</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	691	754	928	2,156	1,822	2,184	3,779	4,076	4,170	1,539	2,840	2,825
February .....	721	859	923	2,055	2,413	2,249	3,430	4,058	3,884	1,108	1,557	2,079
March .....	800	1,256	1,200	2,135	2,134	2,014	3,854	4,268	4,120	1,237	1,551	2,097
April .....	858	1,052	1,154	2,378	2,253	2,091	4,571	4,956	4,875	748	1,350	1,931
May .....	764	1,326	1,352	1,695	2,814	2,218	4,126	4,517	4,465	791	1,303	1,620
June .....	720	1,155	1,273	1,558	2,362	2,330	4,581	4,621	4,631	662	1,303	1,608
July .....	771	1,189	1,412	1,438	2,430	2,301	5,138	5,084	5,053	748	1,280	1,249
August .....	833	1,286	1,495	1,417	2,130	1,737	5,876	6,102	6,005	1,122	1,069	1,078
September .....	782	1,132	1,282	1,801	2,509	2,187	4,774	4,601	4,868	1,410	1,639	1,643
October .....	810	1,235	1,324	1,706	2,262	2,360	4,459	4,642	4,688	1,453	1,530	2,137
November .....	883	1,250	1,300	1,770	2,956	2,415	3,659	3,942	3,819	1,841	1,781	2,497
December .....	1,077	1,574	1,550	2,493	2,886	2,728	4,055	4,273	4,028	1,726	1,912	2,595
<b>Annual Total .....</b>	<b>9,708</b>	<b>14,068</b>	<b>15,195</b>	<b>22,601</b>	<b>28,971</b>	<b>26,814</b>	<b>52,299</b>	<b>55,140</b>	<b>54,607</b>	<b>14,382</b>	<b>19,115</b>	<b>23,359</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1951	1952	1953	1951	1952	1953	1951	1952	1953	1951	1952	1953
January .....	2,003	2,097	2,297	574	618	718	433	445	412	11,533	10,998	13,809
February .....	2,008	2,123	2,102	684	682	719	437	439	394	11,240	11,950	13,419
March .....	2,240	2,294	2,254	748	802	813	478	452	419	14,088	13,810	16,568
April .....	2,056	2,327	2,292	825	856	880	467	444	402	14,903	15,286	16,846
May .....	2,074	2,349	2,295	732	903	892	439	418	400	15,474	17,050	18,888
June .....	2,105	2,147	2,154	861	1,043	1,054	467	447	436	16,997	16,937	17,956
July .....	2,031	2,250	2,251	814	1,027	999	483	446	435	16,991	17,952	18,396
August .....	2,072	2,254	2,205	942	1,119	1,060	488	465	455	17,801	18,399	18,482
September .....	2,035	2,138	2,191	875	1,197	966	478	417	404	15,983	15,630	17,591
October .....	2,184	2,370	2,353	826	1,047	1,063	477	407	340	14,631	14,895	17,761
November .....	2,073	2,164	2,131	1,029	1,204	1,168	468	401	325	14,238	14,150	15,345
December .....	2,904	3,111	3,119	2,544	2,959	2,905	663	557	460	19,009	19,648	19,791
<b>Annual Total .....</b>	<b>25,786</b>	<b>27,624</b>	<b>27,644</b>	<b>11,454</b>	<b>13,456</b>	<b>13,240</b>	<b>5,779</b>	<b>5,338</b>	<b>4,881</b>	<b>182,888</b>	<b>186,707</b>	<b>204,853</b>

## Current Retail Trade Statistics

### Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Meat markets must not sell more than 15 per cent grocery items to remain in this classification.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed — cash and carry characteristics — popularly known as 5¢ — \$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These are included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture stores include those stores selling at least 67 per cent furniture and also where undertaking is part of the business but not in excess of 50 per cent.

Appliance and radio stores include specialty stores dealing in these commodities (over 67 per cent) and also the combination group of furniture and appliance except those defined above as furniture stores.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Tobacco stores must sell more than 50 per cent tobacco items.

"All Other" includes all trades not specified above and contains certain major trades such as government liquor stores, farm implement dealers, farm supplies including feed and seeds, etc., used car dealers and confectionery stores.



CANADA

UNIVERSITY OF TORONTO

DEPT. OF POLITICAL ECONOMY

MERCHANDISING FILE "R"

✓  
RETAIL TRADE

1954

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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

### Part I—Wholesale Statistics

- A—Wholesale Trade, 25¢
- \*B—Operating Results of Food Wholesalers, 25¢
- \*C—Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- \*D—1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
  - 2 Operating Results of Drug Wholesalers, 25¢
  - 3 Operating Results of Hardware Wholesalers, 25¢
  - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
  - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

### Part II—Retail Statistics

- E—General Review—(Discontinued)
- F—Retail Trade, 50¢
- G—Retail Chain Stores, 50¢
- \*H—Operating Results of Food Store Chains, 25¢
- \*I—Operating Results of Clothing Store Chains, 25¢
- \*J—1 Operating Results of Variety Store Chains, 25¢
  - 2 Operating Results of Drug Stores Chains, 25¢
  - 3 Operating Results of Furniture Store Chains, 25¢
- K—Operating Results of Independent Food Stores, 25¢
- L—Operating Results of Independent Clothing Stores, 25¢
- M—Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- N—Operating Results of Filling Stations & Garages, 25¢
- O—1 Operating Results of Independent General Stores, 25¢
  - 2 Operating Results of Independent Restaurants, 25¢
  - 3 Operating Results of Independent Fuel Dealers, 25¢
  - 4 Operating Results of Independent Drug Stores, 25¢
  - 5 Operating Results of Independent Jewellery Stores, 25¢
  - 6 Operating Results of Independent Tobacco Stores, 25¢
- P—Retail Consumer Credit, 25¢

### Part III—Services and Special Fields

- Q—Laundries, Cleaners and Dyers, 25¢
- R—Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S—Hotels, 25¢
- T—Sales Financing, 25¢
- U—Farm Implement and Equipment Sales, 25¢
- V—New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W—Advertising Agencies (Memorandum), 10¢
- X—Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

\*Biennial reports—not issued for 1954.

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# RETAIL TRADE

1954

Retail sales in Canada during 1954 are estimated to be \$12,065,758,000, a slight decrease (0.5%) from the previous year's record sales of \$12,128,034,000. These and other estimates contained in this bulletin are the results of a monthly survey conducted in the Merchandising and Services Section of the Dominion Bureau of Statistics. These estimates are the total dollar sales and are not adjusted for seasonal variations or price changes.

By regions, four of the seven provincial categories registered percentage increases in sales during 1954 when compared with the previous year. Largest among the increases was British Columbia with 1.7%, Quebec, Atlantic Provinces and Ontario had gains of 1.5%, 0.7% and 0.4% respectively. The Prairie Provinces had lower sales during 1954 with Manitoba, Saskatchewan and Alberta having decreases of 5.9%, 10.3% and 2.4% in that order.

Eight of the twenty kind of business classifications showed greater dollar sales during 1954 while the remaining twelve as well as the "All Other" classification had lower sales. Garages and filling stations, fuel dealers, grocery and combination stores, variety and department stores were among those showing percentage increases. The increases in grocery and combination stores and department stores, with over 25% of the dollar volume, offset to a great extent decreases in the other trades. This report contains dollar estimates of retail stores located in Newfoundland, Yukon and Northwest Territories. Data for Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick are combined to form the Atlantic Provinces, while the Yukon and Northwest Territories are included in British Columbia.

These estimates are obtained from a monthly sample of approximately 7,000 independent retail establishments in all trades and areas. These independent stores are combined with 30 department store firms and all known retail chain stores. Annual chain store sales are computed from a full-coverage survey of chain stores in every trade and area. The monthly chain store sales, calculated on the basis of a monthly sample of reporting firms, are used to pro-rate the annual figures to a monthly basis.

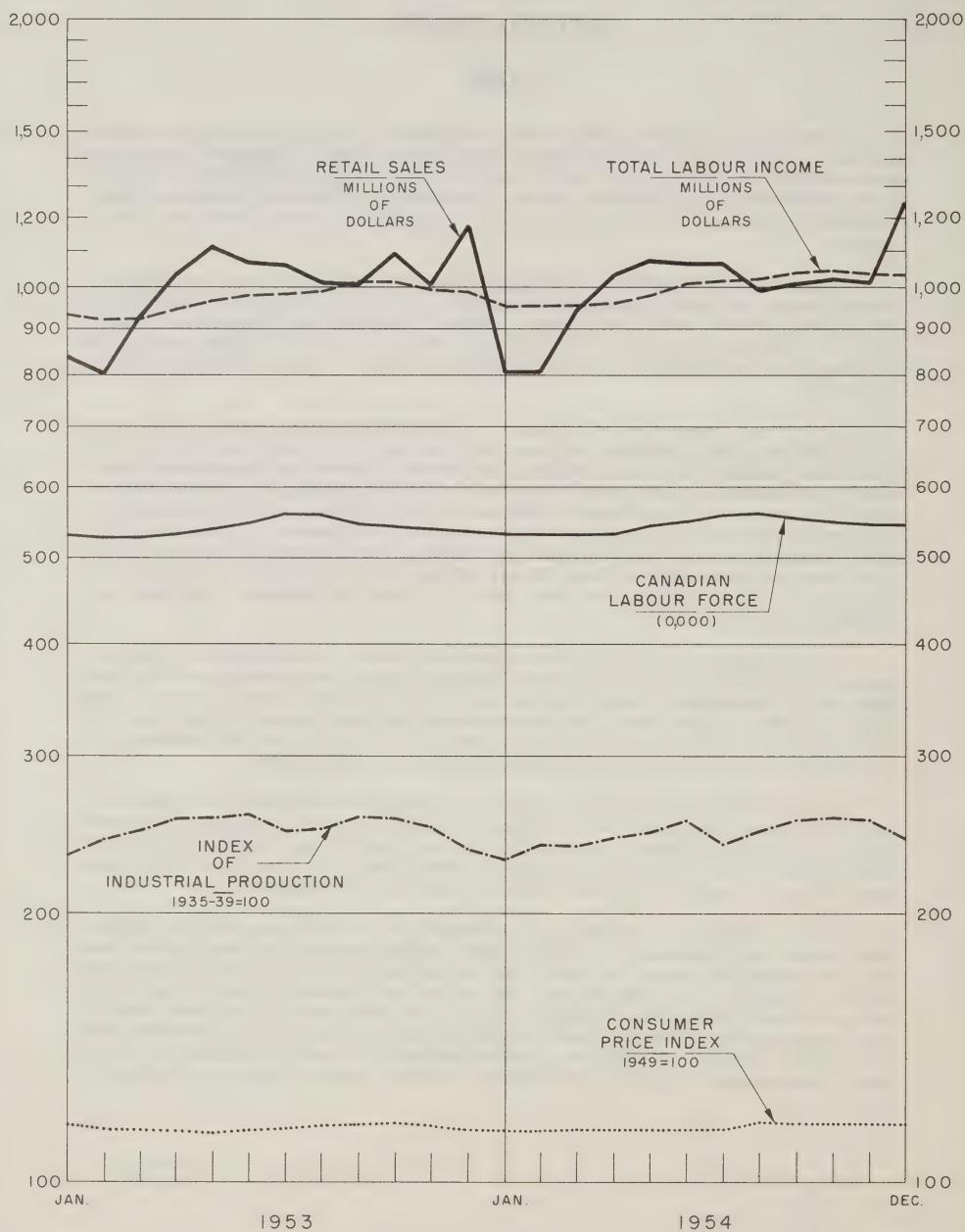
Some retail firms, which were in operation in 1951, have since gone out of business, and their premises are not now being used as a retail store. On the other hand, many new firms have come into existence since 1951 and others have changed the kind of business they operated in 1951. The 1952-1954 sales figures in this report are adjusted for these store "births", "deaths" and "store changes" since the base period of 1951.

Table 1 presents for the first time an estimate of inventories on hand in Canadian retail stores as of December 31, 1951 to 1954. These inventory estimates are at cost value and include all stores both chain and independent. Table 2 presents an historical series on retail trade by province from 1930 to 1954 while table 3 gives the percentage that certain major trades form of the total sales for selected years 1930 to 1954. Table 4 gives the percentage change by trade and by province of 1954 sales as compared with 1953. Table 5 presents a breakdown of sales between chain and independent stores by kind of business and by province and table 6 by province, kind of business and by month.

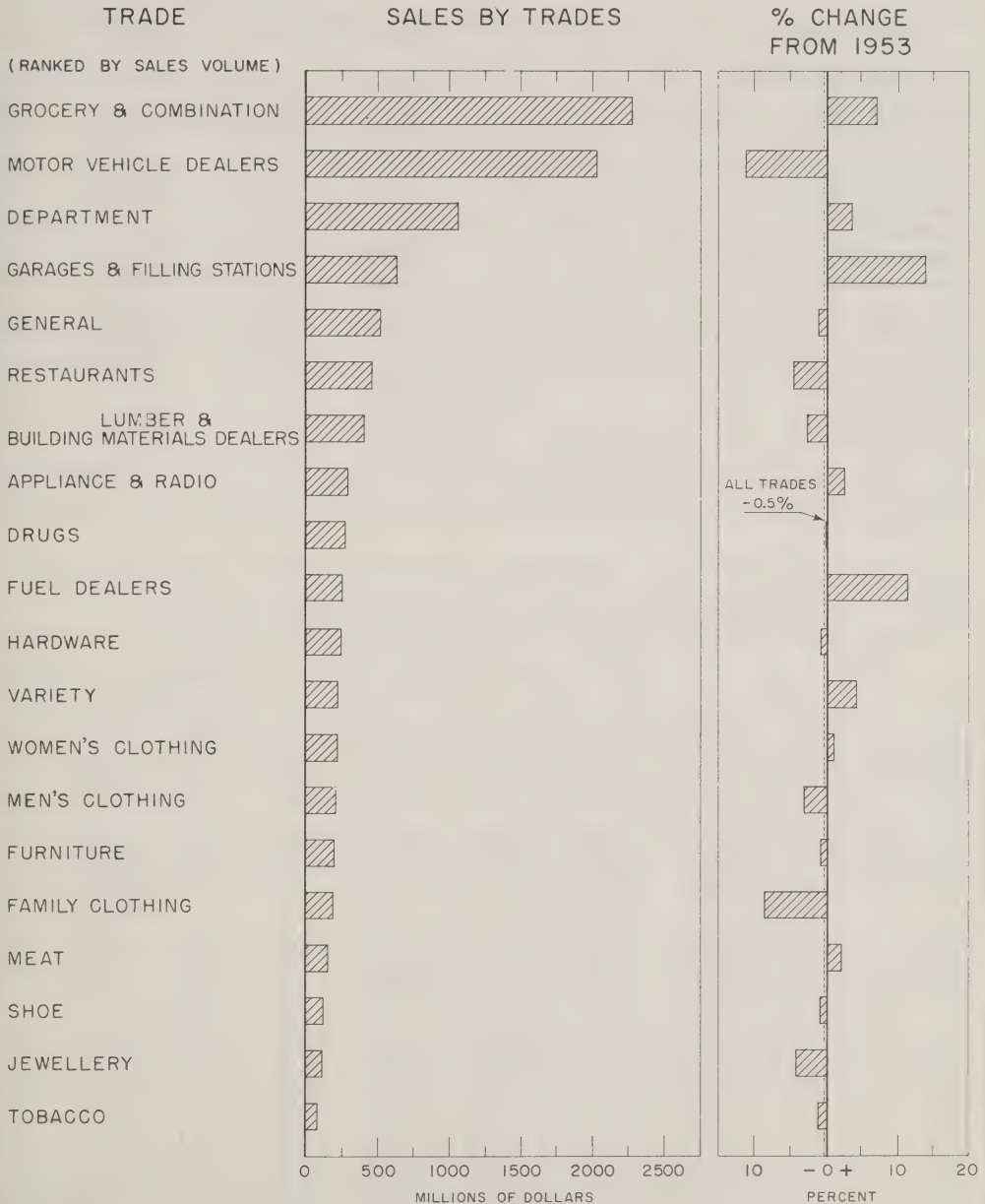


## CANADIAN ECONOMIC TRENDS

(Semi-logarithmic Scale)



## RETAIL TRADE, 1954



**TABLE 1. Estimated Retail Store Inventories (at cost) 1951-1954 Canada**

(in thousands of dollars)

Kind of business or stores	1951	1952	1953	1954
<b>Total All Trades.....</b>	<b>1,537,818</b>	<b>1,516,634</b>	<b>1,630,772</b>	<b>1,662,118</b>
Grocery and Combination .....	148,900	150,859	158,784	174,129
General Stores .....	118,543	117,373	116,524	115,024
Men's Clothing .....	62,895	61,809	69,112	66,850
Family Clothing .....	57,288	56,059	58,452	56,257
Women's Clothing.....	40,356	40,973	45,001	48,040
Shoe Stores .....	38,757	39,505	44,606	43,555
Hardware Stores .....	67,397	70,451	75,346	79,648
Furniture, Appliance, Radio.....	89,730	91,342	91,512	89,698
Lumber and Bldg. Materials .....	73,994	67,799	71,327	75,434
Fuel .....	18,640	17,863	18,157	16,435
Drug Stores .....	49,126	53,473	59,086	60,464
Jewellery Stores.....	39,905	37,397	40,136	41,003
Motor Vehicle .....	239,996	209,755	248,864	216,895
Variety Stores .....	30,563	33,711	34,200	35,741
Department Stores.....	121,867	123,573	136,425	156,752
All Others .....	339,862	344,689	363,240	386,193

Note: Any slight differences between the totals and their components in the above table are due to the rounding of the figures.

**TABLE 2. Retail Trade in Canada, 1930-1954, By Provinces**

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia
1930 .....	2,735,740	196,740	646,220	1,090,829	187,585	188,225	175,448	250,593
1931 .....	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932 .....	1,908,301	140,276	461,874	783,373	130,562	111,598	115,278	165,250
1933 .....	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934 .....	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935 .....	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936 .....	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937 .....	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938 .....	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939 .....	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940 .....	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941 .....	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942 .....	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943 .....	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944 .....	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945 .....	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946 .....	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947 .....	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948 .....	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949 .....	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950 .....	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951 .....	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952 .....	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953 .....	12,125,802	1,016,056	2,756,116	4,615,879	677,161	844,951	987,408	1,228,231
1954 .....	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499

TABLE 3. Sales of Major Trades Related to Total Volume for Specified Years

	1930	1933	1937	1941	1944	1947	1951	1953	1954
<b>Total, All Trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and Combination .....	14.8	17.9	15.3	16.6	18.8	16.9	17.8	17.6	18.9
General .....	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.3
Department .....	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.4	8.8
Motor Vehicle .....	9.2	7.1	12.5	10.5	4.9	10.4	17.6	18.8	16.8
Hardware and Building Materials .....	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.5	5.4
Furniture and Household Appliances..	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	4.0
Clothing and Shoes .....	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.3	6.1
Total, major trades .....	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.9	64.3
All other trades .....	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.1	35.7

TABLE 4. Percentage Changes in Retail Trade — 1954-53 By Provinces and Kinds of Business

	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>Total — All Trades .....</b>	<b>- 0.5</b>	<b>+ 0.7</b>	<b>+ 1.5</b>	<b>+ 0.4</b>	<b>- 5.9</b>	<b>- 10.3</b>	<b>- 2.4</b>	<b>+ 1.7</b>
Grocery and Combination Stores .....	+ 6.9	+ 6.1	+ 5.8	+ 8.8	+ 3.8	+ 6.1	+ 11.5	+ 2.1
Meat Stores .....	+ 2.0	- 12.9	+ 10.5	- 1.3	- 19.6	- 3.2	+ 11.1	- 1.6
General Stores .....	- 1.2	- 1.2	+ 1.1	+ 3.2	- 4.0	- 6.8	- 5.4	+ 1.6
Department Stores .....	+ 3.4	+ 3.0	+ 4.4	+ 3.1	- 0.1	- 6.9	+ 0.4	+ 11.1
Variety Stores .....	+ 4.1	+ 4.7	+ 3.7	+ 5.3	+ 0.8	+ 0.7	+ 2.3	+ 1.2
Motor Vehicle Dealers .....	- 11.2	+ 0.3	- 7.3	- 11.5	- 22.9	- 23.8	- 13.9	- 6.0
Garages and Filling Stations .....	+ 13.7	+ 8.6	+ 15.0	+ 15.6	- 7.5	+ 12.6	+ 13.0	+ 19.4
Men's Clothing Stores .....	- 3.2	- 4.5	+ 0.6	- 6.4	+ 17.8	- 12.8	- 4.8	+ 0.4
Family Clothing Stores .....	- 8.4	- 3.0	- 8.7	- 10.4	- 15.1	- 10.8	- 6.6	- 3.4
Women's Clothing Stores .....	+ 1.0	+ 7.5	- 0.6	+ 2.3	- 14.6	- 9.8	+ 6.1	+ 1.1
Shoe Stores .....	- 1.0	+ 13.7	- 4.2	- 2.6	+ 0.6	+ 6.5	- 2.9	+ 3.6
Hardware Stores .....	- 0.8	+ 0.2	- 3.6	+ 9.6	- 1.9	- 14.7	- 6.1	- 11.2
Lumber and Building Material Dealers	- 2.7	- 9.7	+ 0.2	- 0.2	- 3.7	- 1.3	- 11.0	- 1.3
Furniture Stores .....	- 0.5	- 4.7	+ 6.7	- 4.6	- 1.3	- 20.5	- 6.7	+ 4.1
Appliance and Radio Stores .....	+ 2.6	+ 2.1	+ 0.4	+ 0.2	- 2.3	- 13.8	+ 19.0	+ 20.0
Restaurants .....	- 4.6	- 11.4	- 0.8	- 4.1	- 7.4	- 3.8	- 8.0	- 7.2
Fuel Dealers .....	+ 11.2	- 9.7	+ 9.6	+ 14.6	+ 6.5	+ 17.9	- 12.0	+ 14.4
Drug Stores .....	- 0.1	+ 3.6	+ 3.5	- 3.2	- 4.3	1	+ 1.2	+ 5.5
Jewellery Stores .....	- 4.3	+ 21.1	- 3.0	- 5.6	- 11.1	- 4.4	- 22.1	- 1.3
Tobacco Stores .....	- 1.3	+ 10.6	+ 1.0	- 1.7	- 10.9	+ 6.2	- 9.2	- 7.7
All Other Trades .....	- 1.7	- 4.3	+ 1.6	- 0.6	- 2.9	- 16.0	- 2.6	+ 0.6

1. Change of less than 0.05 per cent.



TABLE 5. Estimated Retail Trade—Chain and Independent—by Provinces and Kinds of Business, 1954  
(in thousands of dollars)

No.		All Stores	Chain Stores	Independent Stores
		Canada		
1	Total, All Trades .....	12,065,758	2,146,635	9,919,123
2	Grocery & Combination Stores .....	2,279,402	863,422	1,415,980
3	Meat Stores .....	154,372	7,157	147,214
4	General Stores .....	514,959	36,560	478,400
5	Department Stores .....	1,061,676	—	1,061,676
6	Variety Stores .....	233,593	194,248	39,345
7	Motor Vehicle Dealers .....	2,028,751	20,814	2,007,937
8	Garages & Filling Stations .....	632,252	5,063	627,189
9	Men's Clothing Stores .....	207,186	25,350	181,836
10	Family Clothing Stores .....	191,332	32,069	159,262
11	Women's Clothing Stores .....	221,364	54,843	166,521
12	Shoe Stores .....	120,708	45,384	75,323
13	Hardware Stores .....	246,503	17,642	228,860
14	Lumber & Building Material Dealers .....	406,174	84,265	321,909
15	Furniture Stores .....	194,039	38,134	155,905
16	Appliance & Radio Dealers .....	291,751	58,994	232,757
17	Restaurants .....	452,554	33,900	418,654
18	Fuel Dealers .....	249,846	3,233	246,613
19	Drug Stores .....	281,810	35,908	245,901
20	Jewellery Stores .....	115,770	38,954	76,816
21	Tobacco Stores .....	86,732	15,642	71,090
22	All Other Trades .....	2,094,986	535,050	1,559,936
		Manitoba		
1	Total, All Trades .....	637,044	86,323	550,521
2	Grocery & Combination Stores .....	102,915	35,496	67,419
3	Meat Stores .....	3,928	—	3,928
4	General Stores .....	43,894	1	1
5	Department Stores .....	97,306	—	97,306
6	Variety Stores .....	5,746	5,479	268
7	Motor Vehicle Dealers .....	99,050	—	99,050
8	Garages & Filling Stations .....	24,750	1	1
9	Men's Clothing Stores .....	8,312	624	7,688
10	Family Clothing Stores .....	6,977	1	1
11	Women's Clothing Stores .....	5,652	2,065	3,586
12	Shoe Stores .....	3,579	829	2,750
13	Hardware Stores .....	14,214	1	1
14	Lumber & Building Material Dealers .....	42,120	8,368	33,753
15	Furniture Stores .....	4,833	—	4,833
16	Appliance & Radio Dealers .....	14,292	1,545	12,746
17	Restaurants .....	25,610	2,003	23,607
18	Fuel Dealers .....	6,820	—	6,820
19	Drug Stores .....	15,651	1	1
20	Jewellery Stores .....	6,123	1	1
21	Tobacco Stores .....	1,147	1	1
22	All Other Trades .....	104,126	24,086	80,040

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.  
1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

**TABLE 5. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1954**  
(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	No.
Atlantic Provinces			Quebec			Ontario			
1,025,222	155,100	870,121	2,797,617	447,238	2,350,379	4,634,450	999,571	3,634,879	1
218,999	32,463	186,536	633,226	184,777	448,449	887,681	469,241	418,441	2
5,250	—	5,250	45,965	—	45,965	55,346	5,915	49,430	3
108,991	12,274	96,718	87,869	5,797	82,072	100,846	5,345	95,502	4
85,969	—	85,969	192,061	—	192,061	353,300	—	353,300	5
23,867	21,079	2,788	66,183	51,188	14,995	103,872	90,723	13,149	6
171,708	16,471	155,237	427,672	—	427,672	748,421	1	1	7
48,201	1	1	119,664	1	1	277,508	1	1	8
11,320	1	1	55,197	4,542	50,656	89,223	16,410	72,812	9
29,383	3,066	26,316	64,765	15,757	49,008	58,305	9,921	48,384	10
11,400	1,857	9,543	56,907	13,262	43,645	93,858	24,450	69,409	11
9,683	1	1	33,396	13,478	19,918	53,740	24,422	29,318	12
18,126	1	1	49,155	1	1	95,901	7,618	88,283	13
14,640	—	14,640	69,137	1	1	141,162	16,099	125,064	14
12,612	1	1	67,770	19,491	48,279	80,256	17,276	62,980	15
17,239	3,612	13,627	54,820	14,293	40,527	138,459	22,339	116,120	16
22,107	698	21,409	113,396	9,548	103,848	176,162	12,960	163,201	17
14,775	—	14,775	66,515	—	66,515	128,130	1	1	18
19,502	1,661	17,841	56,202	5,316	50,887	122,359	16,828	105,532	19
8,927	2,377	6,550	24,033	7,636	16,397	51,871	17,228	34,644	20
2,308	1	1	22,013	1	1	53,786	1	1	21
170,216	52,193	118,023	491,672	87,431	404,241	824,265	228,645	595,621	22
Saskatchewan			Alberta			British Columbia			
758,295	96,280	662,016	963,630	146,932	816,698	1,249,499	214,990	1,034,509	1
95,095	25,046	70,049	139,756	44,155	95,601	201,729	72,244	129,485	2
7,014	—	7,014	16,363	1	1	20,506	1	1	3
67,950	1	1	56,151	1	1	49,259	9,118	40,141	4
56,033	—	56,033	103,046	—	103,046	173,960	—	173,960	5
8,202	6,775	1,427	12,564	9,834	2,731	13,159	9,171	3,989	6
162,797	—	162,797	182,023	—	182,023	237,079	—	237,079	7
44,546	1	1	62,823	1	1	54,760	1	1	8
7,517	1	1	15,708	1	1	19,910	1	1	9
9,694	1	1	11,676	1,658	10,018	10,532	1	1	10
7,193	2,032	5,160	20,737	4,570	16,168	25,618	6,808	19,010	11
3,462	712	2,750	5,144	1,490	3,654	11,705	2,438	9,267	12
24,159	1	1	26,570	1	1	18,378	1	1	13
51,300	25,613	25,687	53,152	26,826	26,326	34,663	3,955	30,707	14
2,097	—	2,097	10,659	—	10,659	15,812	—	15,812	15
12,984	2,698	10,286	21,782	3,797	17,985	32,176	10,710	21,465	16
28,305	1	1	36,319	1,343	34,976	50,656	6,983	43,673	17
6,354	—	6,354	523	—	523	26,730	1	1	18
17,651	1	1	21,282	2,957	18,325	29,161	7,192	21,969	19
5,870	1,358	4,512	5,873	3,382	2,491	13,073	5,073	8,000	20
1,218	1	1	1,757	1	1	4,503	2,077	2,425	21
138,853	25,748	113,105	159,722	42,294	117,428	206,131	74,653	131,478	22

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.  
1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

**TABLE 6. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1952, 1953 and 1954**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	738,508	836,162	801,990	156,607	171,016	177,539	13,623	12,120	12,156			
February .....	759,815	803,196	804,340	157,805	157,506	167,382	13,117	11,056	11,472			
March .....	851,570	928,445	942,974	165,006	161,556	176,140	13,283	11,579	12,237			
April .....	947,161	1,034,730	1,029,461	161,931	170,551	186,148	13,182	12,469	13,105			
May .....	1,077,904	1,106,199	1,070,721	183,447	186,841	194,214	14,055	13,269	13,471			
June .....	1,009,818	1,070,515	1,064,605	168,156	179,418	193,011	12,940	12,589	12,936			
July .....	998,470	1,057,573	1,063,829	174,144	185,693	208,059	12,445	12,382	13,033			
August .....	983,228	1,012,780	994,003	177,597	178,760	184,508	13,263	12,466	12,284			
September .....	975,534	1,006,956	1,011,301	166,003	175,674	189,091	13,009	12,279	12,572			
October .....	1,033,759	1,095,307	1,020,037	176,646	195,959	199,692	14,482	14,078	13,563			
November .....	997,011	1,003,816	1,013,678	169,633	169,596	184,916	13,511	11,998	12,179			
December .....	1,159,298	1,172,353	1,248,920	183,813	199,990	218,703	15,138	15,074	15,365			
Annual Total ..	11,532,076	12,128,034	12,065,758	2,040,788	2,132,560	2,279,402	162,048	151,360	154,372			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	35,301	35,631	34,481	56,238	65,476	62,572	10,487	12,450	11,988			
February .....	35,468	32,899	32,845	61,007	63,367	65,958	11,818	12,408	12,782			
March .....	39,624	36,511	36,719	71,108	78,624	80,393	14,097	14,788	14,674			
April .....	41,932	40,823	40,268	76,102	80,345	86,679	16,971	17,320	19,306			
May .....	50,286	47,790	46,522	84,962	85,685	84,654	17,371	18,678	19,020			
June .....	46,122	46,456	45,548	78,243	79,527	84,288	17,091	18,184	19,399			
July .....	49,730	48,803	50,495	60,690	66,264	67,355	16,363	17,692	19,222			
August .....	50,981	48,699	46,055	70,585	70,010	73,698	16,442	16,627	16,758			
September .....	46,190	45,936	44,217	85,484	86,826	89,120	16,314	17,312	18,076			
October .....	48,658	46,989	44,872	98,486	97,012	96,333	18,975	19,616	19,932			
November .....	45,255	41,698	42,560	109,240	112,271	118,603	19,314	19,428	20,904			
December .....	51,198	49,128	50,379	138,713	141,569	152,022	38,459	39,824	41,533			
Annual Total ..	540,745	521,365	514,959	990,858	1,026,977	1,061,676	213,702	224,327	233,593			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores		Family Clothing Stores			
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	115,769	137,656	112,593	32,998	36,016	43,537	13,861	15,058	14,533	12,295	13,871	11,953
February .....	132,128	160,371	141,361	32,432	33,781	40,769	12,583	11,938	12,332	10,517	10,609	10,067
March .....	160,095	206,915	199,479	36,100	39,076	44,785	15,170	15,998	14,623	14,025	15,319	12,873
April .....	201,880	245,889	218,129	42,213	45,784	52,165	17,602	17,023	17,812	18,742	17,468	17,166
May .....	245,953	239,732	219,318	46,810	51,192	58,362	18,358	19,256	16,761	18,411	18,441	15,835
June .....	214,700	236,140	211,671	45,375	50,784	58,013	17,361	18,204	17,206	17,719	17,905	16,362
July .....	210,159	229,204	201,089	50,031	56,434	63,547	14,613	15,572	14,961	15,582	15,884	15,466
August .....	159,373	182,052	166,784	48,913	54,653	59,689	14,226	13,361	13,608	15,326	14,220	12,660
September .....	173,962	165,940	160,684	45,521	49,837	55,134	15,384	15,783	14,593	15,432	15,721	14,693
October .....	171,347	186,947	136,876	48,805	51,789	56,703	19,995	19,271	18,386	21,136	20,029	17,311
November .....	167,766	160,308	130,920	38,816	43,814	49,945	21,177	20,527	20,349	20,588	19,376	18,196
December .....	142,581	132,837	129,849	39,204	43,111	49,602	32,116	32,072	32,023	29,960	29,948	28,548
Annual Total ..	2,095,713	2,283,991	2,028,751	507,218	556,272	632,252	212,446	214,063	207,186	209,733	208,790	191,332

Note. See table 5.



**TABLE 6. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954 — Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	13,443	15,407	15,105	6,214	7,867	7,607	12,369	13,926	13,250	19,610	22,918	20,923
February .....	12,309	13,716	14,448	5,784	6,115	6,387	12,116	12,624	12,504	19,484	22,171	21,399
March .....	16,023	17,612	16,215	7,947	8,466	7,526	14,466	15,692	16,467	21,045	25,455	25,782
April .....	18,170	18,138	20,111	11,053	10,698	11,385	18,516	19,418	19,117	25,139	30,674	27,631
May .....	18,596	20,186	19,728	11,332	11,858	11,128	23,497	25,281	24,708	33,884	37,924	35,871
June .....	18,064	18,684	19,419	11,467	11,799	11,819	21,645	23,813	24,161	35,476	40,854	40,548
July .....	15,534	17,044	18,123	8,841	9,769	9,840	20,209	22,771	23,105	36,083	42,648	42,404
August .....	14,572	14,529	15,011	9,081	8,900	8,393	20,078	21,418	20,550	37,472	42,924	45,499
September .....	16,747	17,162	17,237	10,121	10,287	10,310	21,414	22,616	22,322	38,437	41,856	40,617
October .....	19,788	20,395	18,820	10,021	10,496	10,123	22,403	24,071	22,745	41,149	43,205	39,744
November .....	18,382	17,642	18,082	10,199	10,185	10,458	19,747	20,414	20,270	33,538	37,972	37,266
December .....	28,287	28,564	29,063	15,744	15,504	15,733	25,910	26,480	27,303	27,861	28,637	28,491
<b>Annual Total ..</b>	<b>209,915</b>	<b>219,078</b>	<b>221,364</b>	<b>117,804</b>	<b>121,944</b>	<b>120,708</b>	<b>232,370</b>	<b>248,525</b>	<b>246,503</b>	<b>369,178</b>	<b>417,238</b>	<b>406,174</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	10,062	13,184	11,907	16,946	24,798	23,408	32,788	34,993	32,216	28,036	25,938	31,858
February .....	11,075	12,584	11,991	19,098	22,472	22,099	33,374	32,902	32,105	24,263	21,685	24,462
March .....	13,438	14,908	15,176	20,398	23,303	26,242	35,313	34,892	33,932	21,221	20,122	24,237
April .....	13,149	15,448	15,624	19,249	22,885	22,852	37,520	38,012	36,875	12,675	13,249	16,199
May .....	18,124	18,166	17,059	22,543	24,756	21,866	40,399	40,720	39,753	13,699	12,221	12,574
June .....	17,723	17,868	16,934	22,316	23,007	23,001	38,843	40,234	38,145	13,651	13,482	13,595
July .....	16,329	16,372	16,797	19,946	22,080	22,106	43,650	44,304	42,282	13,410	12,844	12,081
August .....	16,634	15,754	16,120	18,873	19,583	20,399	46,293	46,298	44,196	16,044	14,278	14,511
September .....	16,767	15,883	16,776	21,324	21,935	24,732	40,687	42,210	39,984	21,631	20,749	21,977
October .....	17,428	18,403	18,298	21,262	24,047	25,345	42,485	43,428	40,026	25,811	23,343	23,041
November .....	17,145	16,814	17,689	23,869	24,576	26,036	39,368	39,205	37,293	20,527	21,615	24,643
December .....	20,007	19,670	19,668	32,329	30,957	33,665	37,633	36,979	35,746	24,040	25,073	30,670
<b>Annual Total ....</b>	<b>187,881</b>	<b>195,053</b>	<b>194,039</b>	<b>258,153</b>	<b>284,400</b>	<b>291,751</b>	<b>468,353</b>	<b>474,176</b>	<b>452,554</b>	<b>235,008</b>	<b>224,599</b>	<b>249,846</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	20,282	22,811	22,255	6,330	7,689	6,907	6,360	6,806	6,069	118,889	140,531	129,133
February .....	20,986	21,723	21,679	6,146	6,678	6,695	6,541	6,849	6,277	121,764	129,741	129,328
March .....	21,526	22,358	22,385	6,719	7,284	7,471	6,600	6,668	6,329	138,366	151,320	149,289
April .....	21,338	22,510	23,274	6,910	7,571	7,614	6,950	6,901	6,700	165,937	181,555	171,301
May .....	21,800	22,349	22,731	8,327	8,682	8,353	7,322	7,342	7,044	178,728	195,831	181,749
June .....	20,961	22,472	22,799	8,687	9,048	8,548	7,703	8,334	7,890	175,575	181,712	179,311
July .....	20,461	21,729	22,214	8,096	8,632	8,136	6,789	7,132	7,462	185,365	184,321	186,052
August .....	22,151	23,424	22,842	8,923	9,264	9,041	7,031	7,112	7,373	199,370	198,449	183,824
September .....	21,943	23,040	22,846	8,894	9,392	8,806	6,963	7,071	7,400	173,307	189,447	180,015
October .....	23,056	24,981	23,665	9,359	10,187	9,073	6,998	7,368	7,234	175,469	193,692	178,256
November .....	21,421	22,426	22,512	10,306	11,102	10,547	7,444	7,125	7,792	169,765	175,723	182,519
December .....	30,830	32,397	32,608	26,320	25,402	24,581	9,651	9,163	9,161	209,504	209,973	244,209
<b>Annual Total ....</b>	<b>266,755</b>	<b>282,219</b>	<b>281,810</b>	<b>115,017</b>	<b>120,930</b>	<b>115,770</b>	<b>86,352</b>	<b>87,872</b>	<b>86,732</b>	<b>2,012,039</b>	<b>2,132,294</b>	<b>2,094,986</b>

Note. See table 5.



TABLE 6. Atlantic Provinces.—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	61,855	71,825	65,988	15,494	17,225	17,044	524	478	406			
February .....	60,820	66,642	65,332	15,969	15,967	17,042	525	442	389			
March .....	73,451	80,588	79,310	17,075	16,013	17,311	552	448	382			
April .....	81,128	85,252	88,353	16,380	16,696	18,281	587	484	444			
May .....	94,610	94,467	94,655	17,780	18,011	18,726	618	514	467			
June .....	87,600	91,336	92,944	15,935	16,854	17,845	614	497	442			
July .....	84,547	88,553	92,060	16,722	17,803	19,777	613	548	532			
August .....	84,730	85,250	85,880	17,253	17,390	17,468	636	524	445			
September .....	81,772	82,321	84,392	16,746	17,018	18,231	638	524	454			
October .....	85,120	87,420	84,744	16,684	18,111	18,623	561	520	433			
November .....	84,139	81,790	84,199	16,414	16,021	17,489	604	465	372			
December .....	102,503	102,411	107,363	18,612	19,330	21,164	659	581	480			
Annual Total .....	982,275	1,017,854	1,025,222	201,063	206,437	218,999	7,130	6,025	5,250			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	8,100	8,606	7,682	3,900	4,672	4,288	886	1,121	1,022			
February .....	7,380	7,226	6,883	4,237	4,877	4,501	1,009	1,161	1,197			
March .....	8,993	8,052	8,019	5,335	6,460	6,583	1,393	1,412	1,404			
April .....	9,256	8,998	8,787	6,504	7,167	7,454	1,660	1,685	1,832			
May .....	11,320	10,963	10,255	7,648	7,189	7,462	1,758	1,889	1,934			
June .....	9,932	10,124	9,580	7,197	6,456	7,250	1,670	1,817	1,908			
July .....	10,328	10,180	10,405	5,147	5,528	5,594	1,691	1,799	1,973			
August .....	10,239	9,797	9,210	5,866	5,931	5,972	1,760	1,729	1,762			
September .....	9,373	9,050	9,322	7,163	6,576	6,477	1,742	1,792	1,862			
October .....	10,062	9,183	9,521	8,132	7,547	7,509	1,915	1,969	2,056			
November .....	9,660	8,311	8,994	9,102	9,111	10,012	2,072	1,952	2,370			
December .....	10,394	9,769	10,332	11,872	11,979	12,865	4,408	4,461	4,548			
Annual Total .....	115,037	110,259	108,991	82,102	83,491	85,969	21,964	22,787	23,867			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	7,937	9,934	8,965	2,659	2,931	3,150	898	851	805	1,658	2,039	1,734
February .....	8,247	11,298	10,744	2,111	2,326	2,474	730	693	645	1,404	1,522	1,465
March .....	11,405	17,780	16,617	2,891	3,306	3,507	949	798	764	1,944	2,171	1,922
April .....	16,514	18,311	19,586	2,924	3,090	3,364	1,156	932	975	2,660	2,239	2,422
May .....	21,101	18,912	20,183	3,537	3,720	4,360	1,267	1,107	1,005	2,744	2,714	2,425
June .....	17,383	18,766	19,153	3,651	4,043	4,640	1,179	1,130	1,076	2,645	2,690	2,616
July .....	14,390	15,998	16,856	4,516	4,750	5,423	1,000	944	882	2,413	2,322	2,308
August .....	11,599	13,573	14,681	4,178	4,337	4,561	929	749	693	2,297	2,260	2,068
September .....	12,394	12,319	12,746	4,218	4,636	5,313	966	902	884	2,365	2,325	2,306
October .....	12,726	12,342	10,983	3,847	4,194	4,165	1,170	1,005	930	2,821	2,847	2,678
November .....	11,582	11,945	10,626	3,026	3,533	3,784	1,286	1,036	1,035	2,924	2,691	2,805
December .....	10,582	10,096	10,658	3,102	3,514	3,459	2,063	1,705	1,627	4,670	4,478	4,633
Annual Total .....	155,861	171,274	171,708	40,659	44,380	48,201	13,593	11,851	11,320	30,547	30,298	29,383

Note. See table 5.

**TABLE 6. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954—Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January.....	581	660	748	460	517	587	652	1,006	906	690	958	590
February.....	524	590	639	344	401	510	586	865	784	807	1,010	756
March.....	697	761	802	572	630	682	758	1,058	1,010	864	1,034	915
April.....	895	930	1,040	822	835	971	1,056	1,362	1,404	1,035	1,173	971
May.....	985	958	1,030	760	798	861	1,337	1,739	1,599	1,366	1,465	1,233
June.....	759	807	884	839	857	991	1,396	1,756	1,770	1,326	1,719	1,556
July.....	731	853	892	693	714	815	1,264	1,710	1,678	1,534	1,439	1,416
August.....	828	843	833	648	628	641	1,229	1,561	1,562	1,700	1,717	1,713
September.....	799	815	834	753	774	881	1,425	1,767	1,760	1,755	1,571	1,564
October.....	890	898	943	709	679	764	1,422	1,698	1,746	1,622	1,613	1,517
November.....	996	1,006	1,123	649	599	767	1,292	1,511	1,707	1,503	1,344	1,345
December.....	1,455	1,482	1,633	1,116	1,081	1,212	1,676	2,049	2,200	1,308	1,173	1,062
<b>Annual Total .....</b>	<b>10,139</b>	<b>10,602</b>	<b>11,400</b>	<b>8,365</b>	<b>8,514</b>	<b>9,683</b>	<b>14,093</b>	<b>18,082</b>	<b>18,126</b>	<b>15,511</b>	<b>16,216</b>	<b>14,640</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January.....	656	793	685	833	1,161	1,057	1,464	1,788	1,408	1,705	1,865	1,574
February.....	485	617	562	749	993	1,043	1,604	1,835	1,568	2,153	1,863	1,688
March.....	818	948	994	1,064	1,525	1,597	2,014	2,202	2,063	1,996	1,784	1,537
April.....	1,012	1,144	1,011	831	1,136	1,219	1,869	2,070	1,866	1,292	1,036	1,101
May.....	1,468	1,326	1,171	1,347	1,470	1,405	2,004	2,214	1,990	1,167	1,009	816
June.....	1,404	1,244	1,099	1,659	1,839	1,938	1,947	2,251	1,992	994	853	659
July.....	1,159	1,202	1,133	1,448	1,800	1,509	2,311	2,590	2,220	779	747	665
August.....	1,045	857	905	1,318	1,320	1,322	2,262	2,610	2,334	856	883	660
September.....	1,063	1,018	998	972	1,014	1,149	1,740	1,825	1,661	1,477	1,311	1,227
October.....	1,313	1,122	1,171	1,306	1,444	1,529	1,696	1,888	1,696	1,697	1,621	1,462
November.....	1,266	1,129	1,136	1,132	1,349	1,228	1,579	1,752	1,588	2,236	1,688	1,643
December.....	1,904	1,837	1,746	1,690	1,828	2,244	1,776	1,928	1,820	2,128	1,698	1,743
<b>Annual Total .....</b>	<b>13,594</b>	<b>13,238</b>	<b>12,612</b>	<b>14,348</b>	<b>16,879</b>	<b>17,239</b>	<b>22,266</b>	<b>24,953</b>	<b>22,107</b>	<b>18,481</b>	<b>16,359</b>	<b>14,775</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January.....	1,371	1,586	1,487	351	368	421	190	187	173	10,846	13,080	11,257
February.....	1,472	1,452	1,514	337	399	507	205	196	178	9,830	10,911	10,242
March.....	1,538	1,440	1,535	489	475	549	212	183	201	11,896	12,106	10,916
April.....	1,547	1,522	1,618	384	445	522	176	154	167	12,568	13,842	13,312
May.....	1,489	1,394	1,494	472	553	648	184	157	175	14,260	16,366	15,414
June.....	1,389	1,546	1,597	537	583	700	158	129	143	14,985	15,374	15,104
July.....	1,438	1,526	1,638	489	542	666	154	141	188	15,727	15,419	15,592
August.....	1,549	1,571	1,589	591	616	763	182	170	191	17,767	16,184	16,508
September.....	1,477	1,494	1,550	500	590	786	174	164	188	14,033	14,835	14,201
October.....	1,523	1,692	1,679	496	541	652	168	156	188	14,357	16,350	14,589
November.....	1,405	1,409	1,500	620	604	723	197	190	228	14,594	14,145	13,724
December.....	2,089	2,198	2,300	1,718	1,654	1,991	273	257	288	19,006	19,314	19,358
<b>Annual Total .....</b>	<b>18,287</b>	<b>18,829</b>	<b>19,502</b>	<b>7,094</b>	<b>7,370</b>	<b>8,927</b>	<b>2,272</b>	<b>2,086</b>	<b>2,308</b>	<b>169,870</b>	<b>177,925</b>	<b>170,216</b>

Note. See table 5.

**TABLE 6. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1952, 1953 and 1954 - Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	168,407	183,856	182,245	44,663	46,487	48,812	3,579	3,177	3,443			
February .....	170,739	176,496	178,971	45,284	44,170	46,657	3,544	3,102	3,570			
March .....	198,824	214,320	221,392	45,847	44,184	48,209	3,495	3,182	3,731			
April .....	219,757	237,891	248,884	46,049	47,680	52,018	3,698	3,638	4,216			
May .....	246,158	254,797	248,445	53,306	52,997	54,347	3,916	3,815	4,216			
June .....	232,278	246,757	251,043	48,783	51,038	54,088	3,494	3,426	3,930			
July .....	226,323	235,190	242,337	50,883	53,172	58,291	3,395	3,606	3,801			
August .....	216,933	219,554	224,511	49,865	49,311	50,929	3,279	3,357	3,518			
September .....	224,571	233,099	236,098	46,764	49,704	52,102	3,266	3,350	3,748			
October .....	238,498	251,076	238,204	52,412	56,034	56,226	3,601	3,648	3,759			
November .....	232,380	236,196	243,843	47,168	47,446	51,221	3,203	3,222	3,432			
December .....	260,434	266,904	281,646	52,010	56,228	60,328	3,810	4,077	4,600			
Annual Total .....	2,635,302	2,756,136	2,797,617	583,034	598,450	633,226	42,280	41,600	45,965			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	6,020	5,220	4,970	10,161	11,340	11,022	3,090	3,644	3,463			
February .....	6,278	5,323	5,169	10,373	11,172	11,820	3,377	3,450	3,514			
March .....	7,030	5,864	5,629	13,422	14,751	14,707	4,137	4,272	4,347			
April .....	7,212	7,010	6,865	13,757	14,404	10,247	5,007	5,176	5,857			
May .....	9,547	8,697	8,622	15,254	15,681	15,540	5,457	5,865	5,869			
June .....	8,094	8,069	7,969	13,962	14,577	15,728	5,238	5,640	5,993			
July .....	8,441	7,614	7,840	10,116	10,622	10,420	4,614	4,992	5,464			
August .....	8,828	7,807	8,190	11,818	12,031	13,150	4,841	4,979	4,799			
September .....	8,646	8,005	8,186	16,167	16,232	17,839	4,774	5,049	5,410			
October .....	8,718	7,922	7,982	17,663	17,592	17,117	5,540	5,603	5,624			
November .....	7,961	7,235	7,566	18,882	19,373	21,426	5,094	5,095	5,404			
December .....	9,002	8,151	8,880	24,959	26,207	27,045	9,786	10,056	10,438			
Annual Total .....	95,777	86,914	87,869	176,534	183,979	192,061	60,954	63,820	66,183			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	18,143	22,106	18,176	6,247	6,966	9,327	3,859	4,254	4,218	3,725	4,195	3,532
February .....	20,242	25,200	22,174	5,930	6,440	7,721	3,148	3,076	3,149	3,569	3,607	3,451
March .....	32,732	43,079	45,789	6,221	6,878	8,093	4,296	4,788	4,450	5,068	5,825	4,874
April .....	42,039	52,480	51,676	7,919	8,808	10,108	5,048	4,952	5,780	6,366	6,152	6,128
May .....	46,901	49,392	46,135	8,485	9,463	10,870	5,299	5,633	4,940	6,281	6,466	5,388
June .....	44,208	50,982	48,997	8,656	9,740	10,932	4,646	4,918	4,797	6,284	6,354	5,801
July .....	43,038	49,198	46,824	9,086	10,049	11,374	3,528	3,850	3,789	5,368	5,140	5,083
August .....	31,569	36,376	37,236	8,610	9,438	10,366	2,951	3,096	3,790	5,276	4,426	3,970
September .....	35,940	35,484	33,798	8,184	9,277	10,447	3,734	3,774	3,231	5,054	5,036	4,829
October .....	32,486	37,678	28,423	8,747	8,893	10,125	5,009	4,839	4,852	7,700	7,000	6,003
November .....	34,236	34,300	26,536	7,763	9,110	10,412	5,180	5,120	5,442	6,843	6,629	6,185
December .....	24,524	25,144	21,908	7,827	8,963	10,090	6,458	6,560	6,759	9,966	10,124	9,522
Annual Total .....	406,070	461,418	427,672	93,675	104,024	119,664	53,196	54,861	55,197	71,320	70,953	64,765

Note: See table 5.



TABLE 6. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1952, 1953 and 1954 - Continued

(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	3,079	3,716	3,458	1,616	2,056	1,948	2,654	2,982	2,657	3,232	3,152	2,949
February .....	3,691	4,114	4,364	1,432	1,564	1,556	2,150	2,328	2,324	3,380	3,732	3,378
March .....	4,585	4,003	4,634	2,629	2,855	2,056	2,768	3,079	3,123	3,661	4,776	4,835
April .....	5,164	5,078	5,778	3,638	3,286	3,552	3,436	3,820	3,717	4,322	5,348	5,216
May .....	4,972	5,534	5,451	3,745	3,870	3,227	4,645	5,392	4,845	5,629	6,574	6,513
June .....	5,675	5,837	6,014	3,808	3,751	3,819	4,258	5,274	5,058	5,920	6,926	7,052
July .....	3,871	4,116	4,146	2,491	2,550	3,593	3,948	4,816	4,716	6,010	7,011	7,395
August .....	3,432	3,574	3,646	2,475	2,409	1,996	4,038	4,264	4,274	6,347	7,235	7,700
September .....	4,191	4,276	4,220	2,857	2,762	2,880	4,342	4,800	4,830	5,954	7,263	6,676
October .....	4,487	4,436	4,027	2,805	2,617	2,587	4,601	4,937	4,498	6,352	7,208	6,459
November .....	4,489	4,254	4,179	2,735	2,623	2,741	4,026	4,402	4,197	5,334	5,682	6,358
December .....	7,261	7,309	6,989	4,918	4,520	4,440	4,905	4,898	4,917	4,376	4,103	4,606
Annual Total .....	54,898	57,246	56,907	35,149	34,864	33,396	45,771	50,992	49,155	60,517	69,010	69,137
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	3,094	3,876	3,797	2,782	4,340	4,214	8,372	9,000	8,251	8,266	7,327	8,731
February .....	3,416	3,668	3,777	2,584	3,757	3,471	8,532	8,397	8,059	7,331	6,337	6,763
March .....	4,358	4,610	5,029	4,019	4,959	5,236	8,448	8,098	7,912	5,770	5,629	6,380
April .....	4,557	5,091	5,994	4,012	4,711	5,143	9,043	8,929	8,929	3,406	3,282	3,954
May .....	6,544	6,648	6,396	4,137	4,889	4,063	9,038	8,860	9,118	3,712	2,970	3,142
June .....	6,812	6,505	6,643	3,242	3,946	3,536	8,864	9,242	9,022	3,537	3,332	3,233
July .....	5,980	5,272	6,282	3,454	3,998	4,006	9,631	8,861	8,894	3,635	3,446	3,127
August .....	5,906	4,564	5,498	4,074	4,321	3,816	10,829	10,014	10,458	3,792	3,796	3,704
September .....	5,880	5,602	5,975	3,919	4,661	4,433	10,421	10,202	10,662	5,526	5,539	6,095
October .....	5,691	6,216	6,164	4,146	4,980	5,116	11,706	11,522	10,842	7,320	6,205	6,320
November .....	5,701	5,440	5,942	3,888	4,674	5,525	11,595	11,131	11,151	5,733	5,489	6,395
December .....	6,265	6,051	6,274	5,135	5,340	6,261	10,508	10,021	10,097	7,192	7,351	8,674
Annual Total .....	64,203	63,542	67,770	45,393	54,576	54,820	116,987	114,276	113,396	65,220	60,702	66,515
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	4,216	4,616	4,647	1,442	1,837	1,288	1,609	1,698	1,700	28,558	31,871	31,640
February .....	4,316	4,456	4,508	1,368	1,328	1,498	1,619	1,761	1,774	29,136	29,516	30,274
March .....	4,439	4,731	4,678	1,472	1,415	1,453	1,772	1,775	1,779	32,656	34,568	34,450
April .....	4,263	4,567	4,722	1,702	1,761	1,917	1,935	1,790	1,793	37,183	39,929	39,274
May .....	4,349	4,244	4,621	1,750	1,843	1,733	2,019	1,939	1,965	41,173	44,025	41,645
June .....	4,093	4,151	4,408	1,781	1,858	1,786	1,962	1,968	1,864	38,962	39,223	40,372
July .....	4,068	4,290	4,528	1,541	1,764	1,600	1,953	1,783	1,957	41,272	39,043	40,208
August .....	4,141	4,362	4,472	1,786	1,937	2,231	1,777	1,777	1,741	41,300	40,481	39,027
September .....	4,121	4,153	4,376	1,810	1,862	1,908	1,798	1,798	1,878	41,224	44,268	42,575
October .....	4,388	4,656	4,640	1,791	2,105	1,893	1,705	1,764	1,794	41,628	45,222	43,751
November .....	4,244	4,359	4,606	1,894	1,855	2,018	1,626	1,565	1,607	44,985	47,194	51,501
December .....	5,760	5,706	5,994	5,521	5,224	4,708	2,188	2,186	2,162	48,030	48,685	56,955
Annual Total .....	52,398	54,289	56,202	23,660	24,789	24,033	21,962	21,804	22,013	466,106	484,025	491,672

Note: See table 5.



**TABLE 6. Ontario—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954—Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January.....	290,747	328,230	322,342	59,947	66,432	70,807	5,289	4,694	4,529			
February.....	304,779	319,405	320,004	60,204	60,598	65,593	4,938	4,118	4,060			
March.....	330,158	359,317	353,756	63,338	62,730	69,480	5,103	4,347	4,420			
April.....	352,192	385,455	388,017	61,224	65,029	71,579	4,816	4,590	4,477			
May.....	407,300	417,148	408,901	69,725	71,138	75,589	5,236	4,894	4,747			
June.....	384,168	406,933	409,629	63,267	67,727	74,939	4,706	4,548	4,553			
July.....	374,479	401,051	403,606	65,152	69,977	80,603	4,367	4,367	4,603			
August.....	363,575	373,901	370,960	68,313	69,317	71,922	4,964	4,504	4,291			
September.....	364,848	377,420	387,157	62,606	66,681	73,486	4,862	4,523	4,457			
October.....	388,493	410,870	387,877	65,506	74,369	76,344	5,530	5,321	4,995			
November.....	370,927	376,568	385,622	64,937	65,222	71,637	5,264	4,504	4,536			
December.....	451,601	459,678	496,580	69,267	76,680	85,702	5,960	5,641	5,679			
Annual Total.....	4,383,267	4,615,976	4,634,450	773,486	815,900	887,681	61,036	56,052	55,346			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January.....	6,202	6,218	6,649	18,373	21,534	20,995	4,772	5,549	5,518			
February.....	6,887	6,280	6,512	20,623	21,180	22,260	5,373	5,554	5,697			
March.....	6,965	6,518	6,741	23,575	25,980	25,824	6,268	6,518	6,406			
April.....	7,322	7,423	7,455	26,637	26,104	29,080	7,405	7,441	8,420			
May.....	9,074	8,600	9,035	27,914	28,807	27,569	7,524	7,990	8,207			
June.....	9,024	8,932	9,344	27,264	26,773	28,379	7,432	7,757	8,485			
July.....	10,212	10,173	10,913	19,937	21,373	20,518	7,233	7,759	8,546			
August.....	10,416	10,052	9,866	22,931	21,807	22,461	7,124	7,015	7,240			
September.....	8,300	8,985	8,497	28,820	30,088	29,787	7,103	7,612	7,987			
October.....	8,662	8,207	8,560	33,380	31,577	31,767	8,313	8,685	8,916			
November.....	7,488	7,531	7,853	37,103	39,033	41,843	8,579	8,775	9,491			
December.....	8,917	8,844	9,423	47,602	48,412	52,817	17,144	17,947	18,959			
Annual Total.....	99,471	97,762	100,846	334,159	342,667	353,300	94,269	98,602	103,872			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January.....	46,634	54,600	46,397	15,866	16,774	20,035	5,837	5,915	5,608	4,368	4,542	3,873
February.....	56,633	66,459	57,763	15,735	15,757	19,184	5,871	5,267	5,665	3,563	3,480	3,104
March.....	62,296	80,221	66,375	16,293	17,906	20,040	6,966	7,078	6,172	4,383	4,791	3,766
April.....	71,370	89,035	78,965	18,896	20,708	24,055	7,725	7,212	7,358	5,410	5,184	5,030
May.....	92,511	89,311	82,759	21,397	22,901	26,478	7,929	8,322	7,123	5,536	5,500	4,642
June.....	77,206	86,231	77,420	19,861	21,665	25,351	8,011	8,199	7,423	5,220	5,122	4,602
July.....	74,844	84,056	72,268	21,649	23,831	26,525	6,712	6,843	6,202	4,545	4,792	4,394
August.....	54,347	64,931	57,380	19,760	22,170	24,970	6,780	5,871	5,369	4,601	4,227	3,808
September.....	59,709	58,271	60,472	19,902	20,411	23,037	7,096	7,184	6,617	4,850	5,193	4,781
October.....	60,424	67,792	49,643	20,911	21,860	24,458	9,033	8,208	7,735	6,576	6,088	5,387
November.....	60,826	55,748	47,520	16,203	17,901	21,081	9,115	9,112	8,364	6,482	6,145	5,601
December.....	52,454	48,966	51,459	16,928	18,243	22,296	16,394	16,134	15,586	9,844	9,990	9,316
Annual Total.....	769,255	845,623	748,421	223,400	240,128	277,508	97,470	95,345	89,223	65,378	65,055	58,305

Note. See table 5.

**TABLE 6. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1952, 1953 and 1954 - Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	6,154	6,570	6,698	2,738	3,630	3,450	5,076	5,244	5,766	7,681	8,650	8,225
February .....	4,944	5,566	5,872	2,733	2,908	2,968	4,589	4,693	4,977	7,247	7,580	7,824
March .....	6,784	7,354	6,454	3,250	3,417	3,100	5,714	5,970	6,535	7,562	8,801	8,661
April .....	7,411	7,206	8,475	4,571	4,593	4,671	7,193	7,138	7,755	9,554	11,276	9,858
May .....	7,498	8,203	7,885	4,609	4,903	4,772	9,152	9,323	10,268	12,282	13,612	13,119
June .....	7,406	7,478	7,932	4,782	5,096	4,829	8,505	8,774	9,788	12,084	13,088	14,008
July .....	6,484	7,148	7,687	3,820	4,453	4,270	7,844	8,308	9,300	12,738	14,584	14,245
August .....	6,196	5,840	6,158	4,096	4,002	3,830	6,877	7,131	7,608	12,703	13,574	14,801
September .....	7,177	7,437	7,623	4,565	4,771	4,525	6,974	7,201	7,813	12,935	12,841	13,720
October .....	8,462	8,655	8,130	4,415	4,933	4,717	7,744	8,211	8,679	14,211	14,078	13,768
November .....	7,633	7,601	7,901	4,753	5,050	5,076	6,772	6,846	7,338	11,027	12,836	12,873
December .....	12,435	12,713	13,044	7,256	7,398	7,533	8,680	8,663	10,073	9,789	10,544	10,060
<b>Annual Total .....</b>	<b>88,594</b>	<b>91,770</b>	<b>93,858</b>	<b>51,588</b>	<b>55,155</b>	<b>53,740</b>	<b>85,120</b>	<b>87,503</b>	<b>95,901</b>	<b>129,813</b>	<b>141,465</b>	<b>141,162</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	4,570	6,242	5,373	8,844	12,484	12,359	12,686	13,080	12,685	13,087	11,946	15,515
February .....	5,072	5,941	5,314	10,204	11,957	11,550	12,958	12,394	12,527	11,829	10,217	12,189
March .....	5,862	6,640	6,125	9,652	10,968	12,019	13,747	13,536	13,578	10,570	9,524	12,493
April .....	5,376	6,341	6,156	8,014	10,752	10,716	14,219	14,331	14,181	6,010	6,336	7,646
May .....	7,399	7,308	7,047	10,809	12,019	10,267	16,311	16,353	15,965	6,868	5,827	6,029
June .....	6,983	7,392	6,650	11,407	11,481	11,527	15,453	16,061	15,248	7,192	7,124	7,312
July .....	6,608	7,022	6,548	9,449	10,494	10,365	17,934	18,766	17,868	7,066	6,867	6,298
August .....	6,834	7,162	6,690	8,119	9,292	9,711	18,358	18,716	17,333	9,531	7,953	8,315
September .....	7,274	6,694	7,216	10,235	10,601	12,140	15,900	16,682	15,268	11,707	11,170	11,705
October .....	7,400	7,829	7,648	9,205	10,668	10,423	16,150	16,480	15,371	13,479	12,105	11,719
November .....	6,861	7,198	7,415	10,952	11,724	11,662	14,097	14,268	13,620	9,264	10,808	12,974
December .....	8,296	8,355	8,076	16,006	15,703	15,722	13,020	13,114	12,516	11,156	11,917	15,935
<b>Annual Total .....</b>	<b>78,535</b>	<b>84,124</b>	<b>80,256</b>	<b>122,894</b>	<b>138,143</b>	<b>138,459</b>	<b>180,832</b>	<b>183,781</b>	<b>176,162</b>	<b>117,761</b>	<b>111,792</b>	<b>128,130</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	8,603	9,835	9,514	2,758	3,449	3,503	3,751	4,136	3,523	47,514	56,705	51,320
February .....	8,886	9,266	9,066	2,754	3,179	2,972	3,924	4,152	3,666	49,812	52,859	51,241
March .....	9,133	9,656	9,484	2,795	3,261	3,185	3,797	3,938	3,620	56,106	60,164	59,277
April .....	9,202	9,868	10,116	2,860	3,226	3,224	4,029	4,196	4,032	62,948	67,464	64,770
May .....	9,346	10,058	9,796	3,652	3,948	3,673	4,319	4,476	4,191	68,207	73,653	69,740
June .....	9,413	10,340	10,191	3,782	4,010	3,754	4,787	5,429	5,139	70,382	73,707	72,754
July .....	8,799	9,427	9,229	3,640	3,860	3,678	3,899	4,447	4,587	71,546	72,503	74,959
August .....	10,058	10,854	10,108	4,031	4,074	3,780	4,265	4,385	4,724	73,272	71,023	70,595
September .....	9,858	10,686	10,142	3,800	4,338	3,707	4,228	4,376	4,629	66,949	71,673	69,550
October .....	10,064	11,284	10,305	4,475	4,792	4,250	4,348	4,748	4,602	70,205	74,977	70,462
November .....	9,330	10,102	9,759	4,958	5,617	5,078	4,860	4,716	5,327	64,421	65,831	68,674
December .....	13,704	15,049	14,650	11,547	11,214	11,067	6,060	5,732	5,744	89,141	88,420	100,924
<b>Annual Total .....</b>	<b>116,395</b>	<b>126,427</b>	<b>122,359</b>	<b>51,053</b>	<b>54,967</b>	<b>51,871</b>	<b>52,266</b>	<b>54,733</b>	<b>53,786</b>	<b>790,502</b>	<b>828,980</b>	<b>824,265</b>

Note: See table 5.

TABLE 6. Manitoba - Estimated Retail Trade - by Kinds of Business and Months, 1932, 1933 and 1934 - Continued

(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January.....	42,592	48,735	44,224	6,972	7,886	7,968	387	318	282			
February.....	42,088	45,106	43,216	7,055	7,187	7,454	395	307	251			
March.....	44,242	47,646	46,984	7,408	7,502	7,979	340	350	273			
April.....	54,220	57,901	53,311	7,436	8,023	8,719	440	374	337			
May.....	60,470	62,103	56,181	8,574	8,914	9,301	513	455	361			
June.....	55,312	57,688	53,245	7,592	8,264	8,570	481	419	343			
July.....	59,160	60,958	57,428	7,863	8,482	9,525	484	441	406			
August.....	54,316	55,187	52,581	8,027	8,508	8,307	491	435	358			
September.....	55,034	55,350	54,215	7,982	8,423	8,690	471	386	301			
October.....	61,484	65,223	55,926	8,155	9,220	8,833	554	548	378			
November.....	58,963	57,872	54,716	7,691	7,754	7,966	474	418	350			
December.....	63,389	63,392	65,016	8,125	9,031	9,602	365	432	288			
Annual Total.....	651,268	677,161	637,044	92,880	99,192	102,915	5,396	4,884	3,928			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January.....	3,236	3,200	3,135	5,617	6,662	6,196	258	304	284			
February.....	3,074	2,857	2,923	6,349	6,121	6,139	290	309	323			
March.....	3,254	3,084	3,184	6,760	7,375	7,604	333	366	352			
April.....	3,904	3,630	3,307	7,409	8,009	7,905	453	454	467			
May.....	4,392	4,295	4,002	8,280	7,940	7,416	435	465	450			
June.....	3,938	3,882	3,663	7,230	7,490	7,610	409	436	442			
July.....	4,264	4,138	4,301	6,316	6,942	6,726	424	444	458			
August.....	4,636	4,474	3,982	6,995	6,394	6,496	388	386	383			
September.....	3,931	3,821	3,584	7,784	7,846	8,082	410	417	395			
October.....	4,207	4,207	3,751	9,836	9,285	9,173	495	508	530			
November.....	4,154	3,665	3,599	11,090	10,935	11,011	527	538	540			
December.....	4,647	4,462	4,462	12,351	12,450	12,948	1,010	1,072	1,122			
Annual Total.....	47,634	45,714	43,894	96,017	97,448	97,306	5,430	5,698	5,746			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January.....	9,104	10,064	7,476	1,350	1,644	1,682	438	527	496	558	605	508
February.....	8,143	10,435	8,290	1,288	1,312	1,324	324	304	279	325	309	324
March.....	7,796	9,382	8,086	1,544	1,698	1,660	347	434	349	507	511	408
April.....	11,571	12,314	10,582	2,301	2,363	2,032	448	513	422	741	676	573
May.....	14,464	13,646	11,512	2,275	2,466	2,050	410	506	410	730	738	614
June.....	11,794	11,915	8,788	2,820	2,718	2,619	396	511	668	680	719	552
July.....	15,835	14,884	10,923	2,363	2,401	2,300	518	663	852	610	602	601
August.....	9,072	8,629	7,483	2,797	2,853	2,546	582	581	769	581	592	433
September.....	9,415	7,774	7,504	2,341	2,445	2,112	464	504	597	714	654	545
October.....	10,998	13,381	7,125	2,499	2,640	2,437	578	583	766	868	841	628
November.....	9,964	8,720	5,652	2,215	2,465	2,397	931	912	1,355	1,003	839	765
December.....	8,944	7,250	5,630	1,587	1,751	1,590	901	1,019	1,349	1,156	1,135	1,028
Annual Total.....	127,009	128,395	99,050	25,380	26,756	24,750	6,337	7,056	8,312	8,474	8,220	6,977

Note. See table 5.



**TABLE 6. Manitoba—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954 — Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	360	430	351	204	218	216	629	753	692	1,967	2,463	2,417
February .....	362	400	375	172	156	170	855	808	830	1,678	2,188	1,986
March .....	452	501	413	221	241	224	762	760	924	1,837	2,227	2,480
April .....	546	572	467	376	341	334	1,057	1,106	1,009	2,248	2,836	2,401
May .....	525	604	492	365	376	338	1,150	1,288	1,205	3,592	4,020	3,530
June .....	488	561	502	355	366	400	1,156	1,227	1,218	4,035	4,384	4,261
July .....	495	552	490	300	321	343	1,190	1,355	1,350	3,786	4,729	4,602
August .....	438	450	389	267	251	286	1,086	1,197	1,160	3,529	4,367	4,269
September .....	641	596	458	330	313	290	1,206	1,302	1,280	4,064	4,539	4,821
October .....	704	675	568	337	339	321	1,376	1,495	1,383	4,444	4,603	4,224
November .....	593	579	493	332	295	288	1,241	1,311	1,259	3,359	4,024	3,789
December .....	707	696	653	361	339	369	1,728	1,888	1,904	3,149	3,363	3,340
<b>Annual Total .....</b>	<b>6,310</b>	<b>6,616</b>	<b>5,652</b>	<b>3,621</b>	<b>3,558</b>	<b>3,579</b>	<b>13,437</b>	<b>14,489</b>	<b>14,214</b>	<b>37,688</b>	<b>43,743</b>	<b>42,120</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	180	303	323	1,089	1,428	1,106	1,812	2,177	1,914	1,203	1,096	1,211
February .....	240	345	314	1,043	1,245	1,170	1,662	1,831	1,774	798	647	579
March .....	224	415	297	953	1,217	1,047	1,886	2,074	1,956	774	592	744
April .....	225	511	275	1,197	1,100	975	2,041	2,392	2,245	411	336	607
May .....	352	373	361	1,001	1,049	765	2,308	2,606	2,412	426	431	437
June .....	305	389	436	1,060	987	1,078	1,981	2,280	2,100	424	280	196
July .....	262	428	425	878	974	879	2,062	2,276	2,175	378	217	195
August .....	321	490	471	1,094	897	1,057	2,045	2,122	2,046	481	280	372
September .....	280	271	340	1,343	1,249	1,263	2,202	2,378	2,196	814	628	652
October .....	312	419	504	1,305	1,344	1,390	2,511	2,820	2,494	1,056	586	527
November .....	433	458	509	1,335	1,245	1,271	2,273	2,394	2,143	915	527	561
December .....	422	495	577	1,737	1,890	2,291	2,184	2,312	2,154	963	786	739
<b>Annual Total .....</b>	<b>3,558</b>	<b>4,898</b>	<b>4,833</b>	<b>14,035</b>	<b>14,622</b>	<b>14,292</b>	<b>24,966</b>	<b>27,662</b>	<b>25,610</b>	<b>8,643</b>	<b>6,404</b>	<b>6,820</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	1,201	1,264	1,165	324	370	337	116	108	88	5,676	6,915	6,376
February .....	1,532	1,528	1,447	290	367	368	116	108	89	6,097	6,343	6,808
March .....	1,312	1,257	1,201	388	430	451	121	106	98	7,022	7,125	7,252
April .....	1,327	1,293	1,225	334	430	456	126	110	99	9,630	10,518	8,873
May .....	1,362	1,348	1,298	463	438	449	122	101	90	8,731	10,043	8,688
June .....	1,263	1,299	1,258	461	478	426	119	106	96	8,324	8,978	8,020
July .....	1,245	1,261	1,254	475	505	399	113	99	89	9,298	9,246	9,135
August .....	1,392	1,408	1,329	450	591	467	115	97	86	9,528	10,186	9,891
September .....	1,284	1,300	1,253	487	557	432	116	100	91	8,756	9,847	9,330
October .....	1,384	1,381	1,298	458	612	480	117	107	90	9,290	9,631	9,027
November .....	1,297	1,231	1,196	543	683	556	109	94	90	8,484	8,784	8,928
December .....	1,832	1,791	1,727	1,413	1,428	1,303	176	152	142	9,633	9,651	11,797
<b>Annual Total .....</b>	<b>16,429</b>	<b>16,362</b>	<b>15,651</b>	<b>6,086</b>	<b>6,889</b>	<b>6,123</b>	<b>1,467</b>	<b>1,288</b>	<b>1,147</b>	<b>100,471</b>	<b>107,267</b>	<b>104,126</b>

Note. See table 5.



**TABLE 6. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1952, 1953 and 1954 — Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	40,431	49,073	45,446	5,473	6,250	6,745	551	488	469			
February .....	39,980	44,163	47,242	5,773	5,783	6,387	555	428	415			
March .....	45,240	53,818	54,169	6,034	5,987	7,015	569	453	434			
April.....	69,322	81,516	72,105	6,166	6,669	7,366	639	560	571			
May .....	76,219	81,266	74,667	7,241	7,652	8,018	784	661	572			
June .....	65,894	74,317	67,125	6,949	7,689	8,348	759	699	671			
July .....	70,293	77,275	73,449	7,413	8,070	9,126	782	642	582			
August.....	77,421	88,685	73,207	7,579	7,955	8,078	797	607	608			
September .....	69,927	74,350	64,236	7,007	8,064	8,170	791	663	680			
October .....	73,788	82,114	62,814	7,382	9,056	8,657	959	771	778			
November.....	66,316	69,306	59,201	7,380	7,892	8,148	752	602	581			
December.....	69,185	69,154	64,636	7,364	8,595	9,035	753	668	653			
Annual Total.....	764,017	845,038	758,295	81,762	89,663	95,095	8,692	7,243	7,014			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	4,329	4,929	4,899	3,322	3,913	3,666	353	454	409			
February .....	4,185	4,090	4,369	3,447	3,423	3,656	430	479	534			
March .....	5,059	5,219	5,391	3,803	4,598	4,211	465	528	528			
April.....	5,633	5,726	5,659	4,397	5,140	4,780	617	642	670			
May.....	6,226	6,114	5,668	4,789	5,014	4,608	560	601	608			
June.....	5,680	6,296	5,898	4,063	4,579	4,451	576	620	639			
July .....	6,144	6,455	6,639	3,174	3,621	3,730	593	622	658			
August .....	6,508	6,861	5,773	3,862	4,086	4,028	572	618	634			
September .....	6,676	6,637	5,599	4,587	4,693	4,181	523	569	567			
October .....	7,282	7,551	6,121	6,394	6,068	4,946	678	709	675			
November.....	5,974	5,783	5,275	6,280	6,901	5,811	762	803	775			
December.....	7,418	7,247	6,660	8,032	8,153	7,965	1,435	1,499	1,505			
Annual Total.....	71,113	72,907	67,950	56,149	60,188	56,033	7,558	8,144	8,202			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	9,382	11,566	9,494	1,058	1,385	1,882	582	752	729	530	722	604
February .....	9,195	11,883	11,282	1,006	1,184	1,772	504	502	548	468	458	562
March .....	11,550	15,179	15,009	1,127	1,423	1,731	542	630	588	689	604	563
April.....	22,048	27,194	21,450	1,960	2,229	2,773	718	715	613	1,384	1,218	995
May.....	23,165	22,719	19,870	2,848	4,010	4,634	705	724	585	1,059	1,040	924
June .....	18,203	21,265	15,532	2,488	3,613	4,104	602	626	526	994	1,123	1,023
July .....	18,943	20,790	16,090	3,353	4,649	5,521	425	502	467	849	1,120	1,257
August.....	17,025	20,321	14,952	4,156	5,674	6,181	485	473	485	734	875	798
September .....	18,818	17,072	12,360	3,310	4,616	4,730	616	622	562	577	601	490
October .....	16,655	18,037	9,454	4,194	4,834	5,039	978	972	678	1,123	1,037	700
November.....	15,231	15,513	9,324	2,827	3,392	3,583	984	894	725	986	990	809
December.....	12,639	12,139	7,980	2,080	2,545	2,596	1,213	1,206	1,110	1,167	1,079	969
Annual Total.....	192,854	213,678	162,797	30,407	39,554	44,546	8,353	8,618	7,517	10,560	10,866	9,694

Note. See table 5.

**TABLE 6. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954 — Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	592	655	617	146	203	199	1,012	1,308	1,054	2,177	2,464	2,361
February .....	537	514	567	168	188	227	1,101	1,202	1,158	1,797	2,118	2,706
March .....	518	581	535	172	199	220	1,326	1,568	1,493	1,529	2,300	2,392
April .....	794	792	773	282	289	324	1,979	2,240	1,873	1,892	2,938	2,616
May .....	725	688	650	294	311	333	2,748	2,972	2,541	3,450	4,158	4,400
June .....	515	561	512	244	276	339	2,148	2,376	2,377	3,902	5,169	5,159
July .....	568	565	586	257	302	364	2,190	2,467	2,252	4,434	5,618	6,180
August .....	581	544	493	227	243	298	2,513	3,055	2,175	4,952	6,497	7,454
September .....	645	597	504	241	255	252	2,904	2,764	2,470	4,814	6,055	5,539
October .....	966	985	666	305	326	260	2,676	2,934	2,260	5,192	6,171	4,876
November .....	799	675	534	322	288	277	2,309	2,336	1,940	4,151	5,444	4,795
December .....	878	816	755	348	372	368	3,029	3,099	2,567	2,818	3,042	2,823
<b>Annual Total .....</b>	<b>8,119</b>	<b>7,972</b>	<b>7,193</b>	<b>3,008</b>	<b>3,252</b>	<b>3,462</b>	<b>25,934</b>	<b>28,319</b>	<b>24,159</b>	<b>41,109</b>	<b>51,975</b>	<b>51,300</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	124	161	125	482	1,673	1,074	1,815	2,108	2,013	741	705	830
February .....	215	189	152	988	920	745	1,993	2,024	2,273	503	490	482
March .....	173	222	213	896	1,185	1,011	2,144	2,104	2,161	454	455	491
April .....	192	238	202	1,388	1,741	1,308	2,270	2,444	2,419	180	301	435
May .....	180	153	136	1,104	1,496	1,210	2,348	2,465	2,449	187	332	398
June .....	182	183	142	1,616	1,066	874	2,476	2,491	2,480	180	266	396
July .....	244	252	188	1,114	1,452	1,196	2,473	2,767	2,657	257	294	416
August .....	215	211	186	1,155	993	1,111	2,657	2,879	2,744	289	276	387
September .....	171	128	162	1,185	836	1,069	2,257	2,468	2,299	421	428	575
October .....	318	352	180	1,016	1,157	1,074	2,403	2,664	2,292	640	635	741
November .....	306	276	177	1,423	985	890	2,350	2,544	2,202	492	540	556
December .....	332	272	236	2,882	1,563	1,423	2,372	2,467	2,314	611	666	646
<b>Annual Total .....</b>	<b>2,650</b>	<b>2,638</b>	<b>2,097</b>	<b>15,250</b>	<b>15,068</b>	<b>12,984</b>	<b>27,558</b>	<b>29,425</b>	<b>28,305</b>	<b>4,954</b>	<b>5,388</b>	<b>6,354</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	1,254	1,428	1,388	316	408	366	77	88	83	6,114	7,412	6,440
February .....	1,169	1,273	1,288	204	283	313	80	87	90	5,662	6,644	7,715
March .....	1,212	1,340	1,335	327	449	546	109	121	129	6,541	8,672	8,273
April .....	1,205	1,371	1,460	336	364	323	77	83	88	15,167	18,625	15,407
May .....	1,239	1,290	1,358	465	447	567	84	91	100	16,017	18,329	15,037
June .....	1,175	1,348	1,327	492	488	413	79	88	95	12,576	13,496	11,819
July .....	1,202	1,379	1,460	376	396	380	76	86	89	15,424	15,227	13,609
August .....	1,239	1,448	1,425	361	396	322	86	92	101	21,430	24,581	14,974
September .....	1,381	1,509	1,482	540	574	450	78	83	92	12,386	15,116	12,002
October .....	1,530	1,661	1,528	432	464	380	88	98	101	12,578	15,631	11,409
November .....	1,428	1,540	1,494	607	555	594	85	86	92	10,868	11,265	10,617
December .....	1,904	2,056	2,107	1,285	1,312	1,215	141	145	158	10,484	10,213	11,551
<b>Annual Total .....</b>	<b>15,938</b>	<b>17,645</b>	<b>17,651</b>	<b>5,741</b>	<b>6,138</b>	<b>5,870</b>	<b>1,060</b>	<b>1,147</b>	<b>1,218</b>	<b>145,248</b>	<b>165,212</b>	<b>138,853</b>

Note. See table 5.

**TABLE 6. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1932, 1933 and 1934 - Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	57,928	66,335	61,700	9,096	10,059	10,250	1,300	1,152	1,279			
February .....	59,496	64,953	66,279	8,541	8,886	9,415	1,192	1,049	1,205			
March .....	67,214	75,024	74,282	9,525	9,241	10,170	1,213	1,113	1,304			
April .....	75,824	83,511	79,692	8,610	9,571	11,021	1,172	1,156	1,356			
May .....	84,706	88,579	83,855	10,091	10,853	11,668	1,144	1,200	1,360			
June .....	80,786	86,225	81,878	9,860	10,899	11,937	1,044	1,147	1,226			
July .....	80,606	86,198	85,057	9,770	10,757	12,402	1,150	1,126	1,309			
August .....	84,112	86,117	81,356	9,876	10,481	11,396	1,276	1,331	1,372			
September .....	82,033	84,168	81,290	9,529	10,406	12,064	1,223	1,278	1,341			
October .....	87,019	91,149	82,970	10,295	11,992	13,028	1,324	1,460	1,497			
November .....	85,186	82,799	84,267	9,884	10,081	12,007	1,340	1,161	1,408			
December .....	94,178	92,436	101,003	11,042	12,150	14,397	1,402	1,553	1,706			
Annual Total .....	939,089	987,495	963,630	116,120	125,376	139,756	14,780	14,726	16,363			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	4,116	4,205	4,041	5,708	7,100	6,866	531	664	603			
February .....	4,117	3,866	3,809	6,145	6,576	6,872	630	697	718			
March .....	4,534	4,239	4,103	6,971	7,891	7,662	709	818	802			
April .....	4,835	4,446	4,484	6,894	7,934	8,387	918	956	1,015			
May .....	5,405	5,187	4,856	8,143	8,338	8,238	736	860	949			
June .....	5,120	5,041	4,883	7,118	7,730	7,552	890	943	958			
July .....	5,077	5,229	5,239	6,088	6,988	7,184	923	1,014	1,044			
August .....	5,300	4,935	4,444	7,355	7,429	7,481	827	874	911			
September .....	4,997	5,119	4,621	8,057	8,267	8,382	817	888	851			
October .....	5,699	5,886	4,909	9,751	10,161	9,206	1,018	1,071	1,045			
November .....	5,529	5,028	4,947	10,880	10,967	10,824	1,168	1,169	1,181			
December .....	6,240	6,163	5,815	13,211	13,290	14,393	2,266	2,323	2,488			
Annual Total .....	60,969	59,342	56,151	96,319	102,670	103,046	11,432	12,277	12,564			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	11,500	12,613	9,601	3,085	3,509	4,164	1,211	1,391	1,294	678	854	850
February .....	13,055	14,930	14,032	3,422	4,082	5,427	876	942	918	678	682	672
March .....	15,310	19,062	17,792	3,686	4,100	5,076	887	974	892	820	869	749
April .....	18,800	22,058	17,486	4,574	5,234	5,775	1,221	1,255	1,243	975	900	937
May .....	22,320	22,195	17,712	3,946	4,527	5,260	1,274	1,300	1,147	1,070	1,126	1,038
June .....	20,322	21,647	17,022	4,214	4,914	5,605	1,175	1,282	1,282	950	979	941
July .....	19,124	20,071	15,946	4,963	5,877	6,709	1,112	1,123	1,112	910	948	878
August .....	17,236	16,922	15,372	4,747	5,796	5,855	1,048	1,125	1,057	824	872	829
September .....	19,007	16,363	14,735	4,003	4,290	4,523	1,048	1,142	1,022	983	1,016	884
October .....	18,198	16,582	13,631	4,976	5,308	5,372	1,516	1,600	1,423	1,186	1,304	1,090
November .....	18,294	15,414	14,409	3,212	3,653	4,233	1,852	1,667	1,611	1,340	1,251	1,136
December .....	16,998	13,502	14,284	3,943	4,289	4,824	2,500	2,637	2,707	1,619	1,696	1,673
Annual Total .....	210,155	211,358	182,023	48,770	55,579	62,823	15,720	16,498	15,708	12,036	12,496	11,676

Note. See table 5.



**TABLE 6. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954 — Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	952	1,405	1,430	325	374	337	1,212	1,452	1,340	2,260	3,064	2,550
February .....	766	964	1,135	291	276	312	1,315	1,363	1,380	2,582	3,552	2,865
March .....	916	1,353	1,244	353	382	372	1,620	1,774	1,830	2,814	3,740	3,169
April .....	1,198	1,420	1,519	511	478	483	2,129	2,142	1,934	3,326	4,083	3,512
May .....	1,428	1,820	1,929	503	522	511	2,542	2,620	2,644	4,257	4,639	3,873
June .....	1,237	1,556	1,630	493	514	490	2,430	2,598	2,378	4,929	6,070	4,967
July .....	1,388	1,748	2,013	419	457	457	2,091	2,298	2,228	5,064	5,912	5,466
August .....	1,203	1,444	1,569	416	398	373	2,534	2,521	2,215	5,486	6,213	6,275
September .....	1,286	1,505	1,638	414	392	379	2,639	2,723	2,435	5,559	6,212	5,394
October .....	2,008	2,442	2,183	480	501	445	2,833	2,925	2,474	5,949	6,365	5,639
November .....	1,512	1,559	1,803	561	477	447	2,436	2,445	2,413	5,366	5,786	5,436
December .....	2,077	2,320	2,644	525	531	537	3,465	3,435	3,301	3,978	4,090	4,005
<b>Annual Total .....</b>	<b>15,971</b>	<b>19,537</b>	<b>20,737</b>	<b>5,290</b>	<b>5,300</b>	<b>5,144</b>	<b>27,247</b>	<b>28,296</b>	<b>26,570</b>	<b>51,571</b>	<b>59,726</b>	<b>53,152</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	684	881	652	1,095	1,527	1,815	2,563	2,669	2,374	192	174	130
February .....	787	902	834	1,116	1,351	1,677	2,568	2,537	2,435	91	51	44
March .....	749	872	754	1,680	1,435	1,702	2,806	2,758	2,535	107	41	46
April .....	734	968	825	1,554	1,354	1,514	3,122	2,971	2,718	27	28	51
May .....	856	1,006	876	1,330	1,615	2,006	3,874	3,757	3,563	36	32	31
June .....	882	881	830	970	1,359	1,689	3,501	3,279	2,974	21	19	21
July .....	887	784	838	1,172	1,062	1,438	4,156	3,992	3,681	15	24	10
August .....	1,028	975	942	984	1,023	1,123	4,040	3,953	3,704	26	13	13
September .....	967	887	769	1,161	1,388	1,709	3,566	3,787	3,386	48	30	21
October .....	1,159	1,140	1,107	2,022	2,094	2,838	3,378	3,366	2,956	90	54	36
November .....	1,328	1,014	1,067	2,184	2,185	2,343	3,533	3,297	3,309	106	66	73
December .....	1,213	1,109	1,164	1,995	1,906	1,927	3,498	3,109	2,982	76	61	47
<b>Annual Total .....</b>	<b>11,274</b>	<b>11,420</b>	<b>10,659</b>	<b>17,262</b>	<b>18,298</b>	<b>21,782</b>	<b>40,604</b>	<b>39,474</b>	<b>36,319</b>	<b>834</b>	<b>594</b>	<b>523</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	1,540	1,786	1,780	522	537	372	173	177	151	9,184	10,740	9,820
February .....	1,488	1,647	1,625	400	403	299	158	151	137	9,277	10,048	10,467
March .....	1,599	1,680	1,718	446	440	350	136	127	116	10,335	12,117	11,895
April .....	1,468	1,597	1,682	439	466	351	162	164	150	13,156	14,330	13,250
May .....	1,667	1,719	1,762	620	560	408	176	178	158	13,290	14,528	13,866
June .....	1,480	1,635	1,737	590	577	433	152	178	156	13,409	12,977	13,166
July .....	1,459	1,595	1,683	547	566	412	147	140	134	14,145	14,487	14,874
August .....	1,518	1,575	1,566	584	589	434	140	136	124	17,674	17,512	14,300
September .....	1,686	1,706	1,708	560	505	443	154	147	139	14,328	16,118	14,846
October .....	1,796	1,953	1,776	659	611	423	165	156	138	12,516	14,119	11,754
November .....	1,553	1,653	1,665	679	619	497	167	148	138	12,263	13,158	13,619
December .....	2,431	2,478	2,580	1,880	1,664	1,449	257	231	217	13,561	13,899	17,864
<b>Annual Total .....</b>	<b>19,685</b>	<b>21,022</b>	<b>21,282</b>	<b>7,927</b>	<b>7,536</b>	<b>5,873</b>	<b>1,986</b>	<b>1,934</b>	<b>1,757</b>	<b>153,137</b>	<b>164,032</b>	<b>159,722</b>

Note. See table 5.



TABLE 6. British Columbia—Estimated Retail Trade— by Kinds of Business and Months, 1952, 1953 and 1954 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Meat Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	76,547	88,108	80,046	14,961	16,677	15,914	1,992	1,813	1,748			
February .....	81,913	86,431	83,297	14,979	14,915	14,834	1,968	1,611	1,582			
March .....	92,441	97,732	113,082	15,780	15,900	15,976	2,011	1,685	1,693			
April .....	94,716	103,205	99,099	16,066	16,884	17,166	1,829	1,667	1,700			
May .....	108,440	107,838	104,017	16,731	17,276	16,565	1,843	1,729	1,746			
June .....	103,779	107,258	108,740	15,771	16,949	17,282	1,840	1,853	1,771			
July .....	103,060	108,349	109,892	16,341	17,432	18,335	1,654	1,651	1,800			
August .....	102,138	104,086	105,508	16,683	15,797	16,408	1,821	1,709	1,692			
September .....	97,350	100,248	103,812	15,368	15,378	16,347	1,759	1,554	1,593			
October .....	99,356	107,454	107,501	16,211	17,177	17,980	1,953	1,811	1,723			
November .....	99,102	99,286	101,830	16,158	15,180	16,448	1,874	1,625	1,500			
December .....	118,016	118,378	132,676	17,393	17,976	18,474	2,190	2,121	1,960			
Annual Total .....	1,176,858	1,228,373	1,249,499	192,442	197,540	201,729	22,735	20,830	20,506			
	General Stores			Department Stores			Variety Stores					
	1952	1953	1954	1952	1953	1954	1952	1953	1954			
January .....	3,295	3,257	3,105	9,157	10,256	9,538	597	714	689			
February .....	3,547	3,257	3,179	9,833	10,020	10,711	709	758	800			
March .....	3,791	3,536	3,652	11,244	11,570	13,803	793	875	836			
April .....	3,770	3,592	3,710	10,505	11,587	12,827	911	967	1,045			
May .....	4,322	3,936	4,084	12,935	12,716	13,822	901	1,008	1,002			
June .....	4,336	4,111	4,210	11,409	11,923	13,318	882	970	974			
July .....	5,264	5,015	5,158	9,912	11,190	13,182	886	1,062	1,080			
August .....	5,053	4,774	4,590	11,758	12,334	14,110	930	1,025	1,030			
September .....	4,268	4,318	4,408	12,905	13,125	14,372	945	985	1,003			
October .....	4,029	4,034	4,029	13,329	14,782	16,615	1,017	1,071	1,086			
November .....	4,488	4,145	4,326	15,904	15,952	17,675	1,114	1,096	1,143			
December .....	4,581	4,494	4,807	20,686	21,079	23,988	2,409	2,467	2,473			
Annual Total .....	50,744	48,467	49,259	149,578	156,533	173,960	12,093	12,998	13,159			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Store			Family Clothing Stores		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	13,159	16,772	12,483	2,734	2,808	3,298	1,037	1,367	1,382	778	914	853
February .....	16,613	20,167	17,075	2,939	2,681	2,866	1,091	1,155	1,128	510	551	489
March .....	19,005	22,211	29,811	4,339	3,766	4,677	1,184	1,295	1,508	613	548	591
April .....	19,537	24,496	18,384	3,639	3,353	4,057	1,286	1,445	1,421	1,207	1,098	1,081
May .....	25,491	23,557	21,147	4,320	4,104	4,912	1,473	1,664	1,552	991	857	804
June .....	25,583	25,333	24,758	3,686	4,093	4,763	1,352	1,539	1,434	946	918	827
July .....	23,982	24,207	22,183	4,101	4,877	5,694	1,317	1,649	1,657	884	961	945
August .....	18,535	21,300	19,679	4,666	4,384	5,211	1,451	1,464	1,446	1,013	968	954
September .....	18,679	18,657	19,069	3,563	4,162	4,972	1,460	1,654	1,680	889	896	858
October .....	19,860	21,136	17,706	3,631	4,058	5,108	1,710	2,004	2,001	860	912	826
November .....	17,634	18,668	16,854	3,570	3,759	4,455	1,828	1,787	1,817	1,009	830	897
December .....	16,430	15,741	17,930	3,737	3,806	4,747	2,588	2,811	2,885	1,518	1,446	1,408
Annual Total .....	234,510	252,245	237,079	44,926	45,850	54,760	17,777	19,834	19,910	11,219	10,902	10,533

Note. See table 5.

**TABLE 6. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1952, 1953 and 1954 — Concluded**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	1,726	1,970	1,803	726	868	869	1,134	1,180	835	1,602	2,168	1,831
February .....	1,487	1,569	1,496	644	622	644	1,520	1,365	1,051	1,992	1,990	1,884
March .....	2,071	2,059	2,134	750	742	872	1,518	1,484	1,552	2,777	2,576	3,330
April .....	2,162	2,141	2,060	854	876	1,050	1,664	1,609	1,425	2,762	3,020	3,058
May .....	2,462	2,379	2,291	1,055	1,078	1,085	1,924	1,948	1,607	3,310	3,455	3,202
June .....	1,984	1,885	1,945	946	938	951	1,752	1,808	1,572	3,279	3,498	3,545
July .....	1,997	2,062	2,310	861	973	997	1,682	1,817	1,582	2,518	3,356	3,100
August .....	1,893	1,834	1,923	952	968	968	1,802	1,691	1,556	2,756	3,321	3,287
September .....	2,008	1,936	1,959	960	1,018	1,104	1,925	2,060	1,734	3,356	3,374	2,903
October .....	2,271	2,305	2,303	969	1,100	1,029	1,750	1,871	1,706	3,377	3,166	3,260
November .....	2,359	1,970	2,050	848	853	862	1,669	1,563	1,417	2,797	2,856	2,669
December .....	3,476	3,227	3,344	1,219	1,264	1,275	2,427	2,448	2,341	2,442	2,322	2,594
<b>Annual Total .....</b>	<b>25,895</b>	<b>25,335</b>	<b>25,618</b>	<b>10,783</b>	<b>11,301</b>	<b>11,705</b>	<b>20,769</b>	<b>20,843</b>	<b>18,378</b>	<b>32,969</b>	<b>35,103</b>	<b>34,663</b>
	Furniture Stores			Appliance and Radio Dealers			Restaurants			Fuel Dealers		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	754	928	953	1,822	2,184	1,784	4,076	4,170	3,571	2,840	2,825	3,866
February .....	859	923	1,038	2,413	2,249	2,444	4,058	3,884	3,467	1,557	2,079	2,717
March .....	1,256	1,200	1,764	2,134	2,014	3,630	4,268	4,120	3,725	1,551	2,097	2,547
April .....	1,052	1,154	1,162	2,253	2,091	1,976	4,956	4,875	4,516	1,350	1,931	2,405
May .....	1,326	1,352	1,072	2,814	2,218	2,150	4,517	4,465	4,255	1,303	1,620	1,720
June .....	1,155	1,273	1,134	2,362	2,330	2,360	4,621	4,631	4,330	1,303	1,608	1,778
July .....	1,189	1,412	1,383	2,430	2,301	2,714	5,084	5,053	4,887	1,280	1,249	1,368
August .....	1,286	1,495	1,428	2,130	1,737	2,260	6,102	6,005	5,577	1,069	1,078	1,060
September .....	1,132	1,282	1,317	2,509	2,187	2,969	4,601	4,868	4,511	1,639	1,643	1,702
October .....	1,235	1,324	1,524	2,262	2,360	2,975	4,642	4,688	4,376	1,530	2,137	2,236
November .....	1,250	1,300	1,442	2,956	2,415	3,117	3,942	3,819	3,579	1,781	2,497	2,442
December .....	1,574	1,550	1,596	2,886	2,728	3,798	4,273	4,028	3,862	1,912	2,595	2,887
<b>Annual Total .....</b>	<b>14,068</b>	<b>15,195</b>	<b>15,812</b>	<b>28,971</b>	<b>26,814</b>	<b>32,176</b>	<b>55,140</b>	<b>54,607</b>	<b>50,656</b>	<b>19,115</b>	<b>23,359</b>	<b>26,730</b>
	Drug Stores			Jewellery Stores			Tobacco Stores			All Other Trades		
	1952	1953	1954	1952	1953	1954	1952	1953	1954	1952	1953	1954
January .....	2,097	2,297	2,274	618	718	620	445	412	351	10,998	13,809	12,281
February .....	2,123	2,102	2,230	682	719	738	439	394	344	11,950	13,419	12,581
March .....	2,294	2,254	2,434	802	813	937	452	419	385	13,810	16,568	17,225
April .....	2,327	2,292	2,451	856	880	820	444	402	372	15,286	16,846	16,415
May .....	2,349	2,295	2,402	903	892	874	418	400	366	17,050	18,888	17,359
June .....	2,147	2,154	2,280	1,043	1,054	1,035	447	436	396	16,937	17,956	18,076
July .....	2,250	2,251	2,421	1,027	999	1,001	446	435	418	17,952	18,396	17,676
August .....	2,254	2,205	2,353	1,119	1,060	1,043	465	455	405	18,399	18,482	18,529
September .....	2,138	2,191	2,335	1,197	966	1,081	417	404	383	15,630	17,591	17,512
October .....	2,370	2,353	2,439	1,047	1,063	996	407	340	321	14,895	17,761	17,263
November .....	2,164	2,131	2,292	1,204	1,168	1,080	401	325	310	14,150	15,345	15,455
December .....	3,111	3,119	3,250	2,959	2,905	2,848	557	460	450	19,648	19,791	25,760
<b>Annual Total .....</b>	<b>27,624</b>	<b>27,644</b>	<b>29,161</b>	<b>13,456</b>	<b>13,240</b>	<b>13,073</b>	<b>5,338</b>	<b>4,881</b>	<b>4,503</b>	<b>186,707</b>	<b>204,853</b>	<b>206,131</b>

Note. See Table 5.

## Current Retail Trade Statistics

### Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Meat markets must not sell more than 15 per cent grocery items to remain in this classification.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed — cash and carry characteristics — popularly known as 5¢ — \$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture stores include those stores selling at least 67 per cent furniture and also where undertaking is part of the business but not in excess of 50 per cent.

Appliance and radio stores include specialty stores dealing in these commodities (over 67 per cent) and also the combination group of furniture and appliance except those defined above as furniture stores.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Tobacco stores must sell more than 50 per cent tobacco items.

"All Other" includes all trades not specified above and contains certain major trades such as government liquor stores, farm implement dealers, farm supplies including feed and seeds, etc., used car dealers and confectionery stores.



CANADA

# RETAIL TRADE 1955



*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
Industry and Merchandising Division  
Merchandising and Services Section



## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

### Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
  - 2 Operating Results of Drug Wholesalers, 25¢
  - 3 Operating Results of Hardware Wholesalers, 25¢
  - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
  - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

### Part II — Retail Statistics

- E — General Review — (Discontinued)
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Food Store Chains, 25¢
- I — Operating Results of Clothing Store Chains, 25¢
- J — 1 Operating Results of Variety Store Chains, 25¢
  - 2 Operating Results of Drug Stores Chains, 25¢
  - 3 Operating Results of Furniture Store Chains, 25¢
- \*K — Operating Results of Independent Food Stores, 25¢
- \*L — Operating Results of Independent Clothing Stores, 25¢
- \*M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- \*N — Operating Results of Filling Stations and Garages, 25¢
- \*O — 1 Operating Results of Independent General Stores, 25¢
  - 2 Operating Results of Independent Restaurants, 25¢
  - 3 Operating Results of Independent Fuel Dealers, 25¢
  - 4 Operating Results of Independent Drug Stores, 25¢
  - 5 Operating Results of Independent Jewellery Stores, 25¢
  - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

### Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

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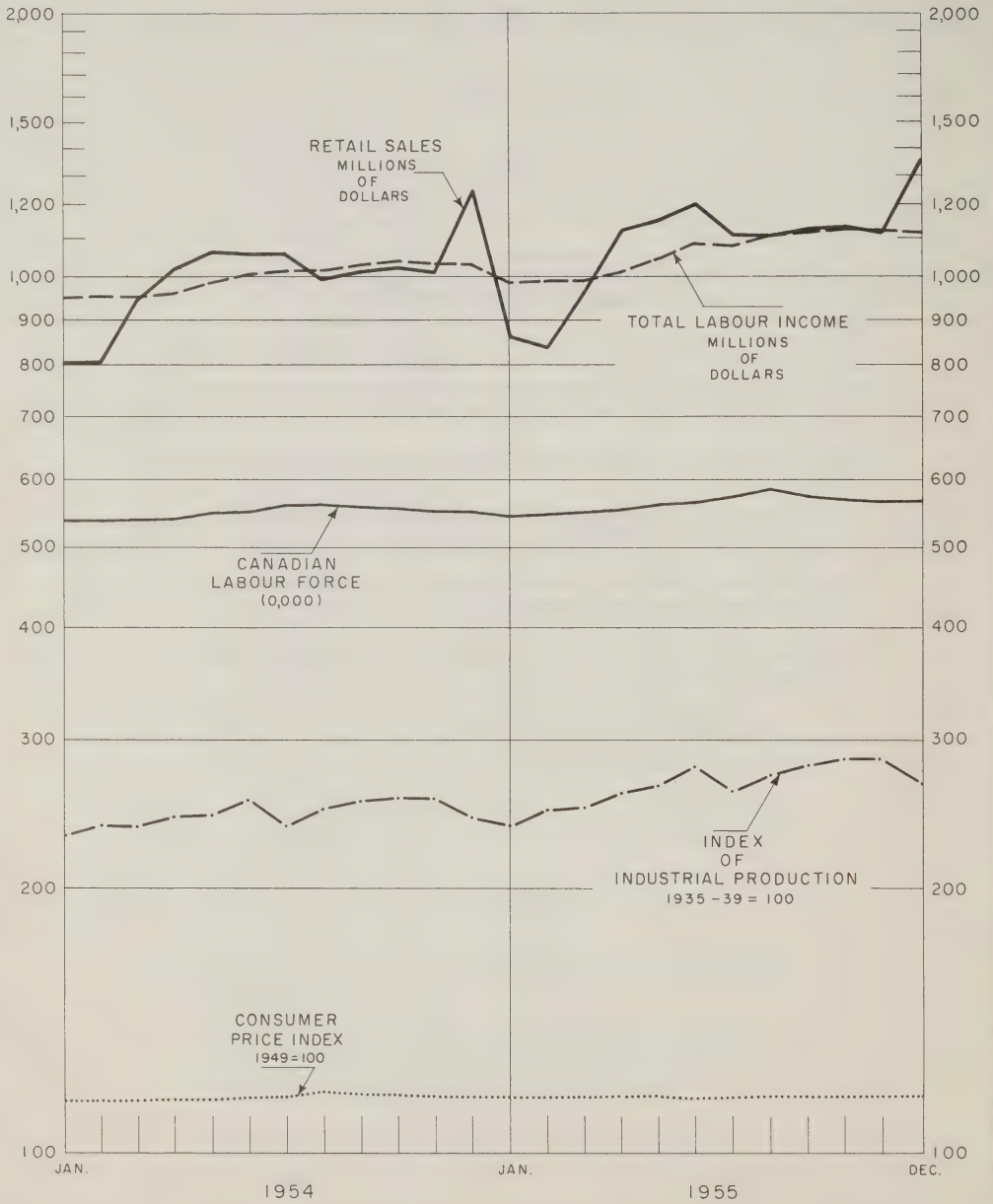
\* Biennial reports — not issued for 1955.

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## CANADIAN ECONOMIC TRENDS

(Semi-logarithmic Scale)



# RETAIL TRADE

## 1955

Retail sales in Canada reached an all-time high during 1955 when they were estimated to be \$13,111,895,000. This was an increase of 8.7 per cent over sales of \$12,065,758,000 recorded in 1954. These and other estimates contained in this bulletin are the results of a monthly survey of Canadian retail stores conducted in the Merchandising and Services Section of the Dominion Bureau of Statistics. These estimates are the total dollar sales and are not adjusted for seasonal variations or price changes.

With the exception of Saskatchewan, which had a decrease of 1.4 per cent, all provinces registered greater sales during 1955 than in the previous year. British Columbia showed the largest percentage gain, 13.0 per cent, while the percentage increases in sales for the year for the remaining provinces were Ontario, 10.4 per cent; Atlantic Provinces, 9.9 per cent, Alberta, 7.4 per cent; Quebec, 7.4 per cent; and Manitoba, 5.1 per cent. This report contains estimates for Newfoundland, Yukon and Northwest Territories. Data for Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick are combined under the heading "Atlantic Provinces" while figures for the Yukon and Northwest Territories are included with those for British Columbia.

All eighteen of the specified kind-of-business groups as well as the "miscellaneous" category showed larger sales during 1955. Motor vehicle dealers, with 18 per cent of the total sales, registered the largest gain, 16.8 per cent. Garages and filling stations, the furniture appliance and radio group, and lumber and building material dealers also showed significant increases of 13.5 per cent, 11.3 per cent, and 11.0 per cent, respectively. Gro-

cery and combination stores and department stores, accounting for over 25 per cent of total sales, had gains of 6.6 per cent and 8.4 per cent.

These estimates are obtained from a monthly sample of approximately 9,000 independent retail establishments in all trades and areas which are combined with department stores and all known retail chain stores. Annual chain store sales are computed from a full-coverage survey of chain stores in every trade and area. The monthly chain store sales, calculated on the basis of a monthly sample of reporting firms, are used to pro-rate the annual figures to a monthly basis.

Some retail stores, which were in operation in 1951, have since gone out of business and their premises are not now being used for retail purposes. On the other hand, many new firms have come into existence since 1951 and others have changed the kind of business they operated in 1951. The 1953-1955 sales figures in this report are adjusted for these store "births," "deaths," and "changes" since the base period of 1951.

There have been certain classification changes made in this publication from previous retail trade reports. A new classification "other food and beverages" has been added while "tobacco stores" as previously published are included in the "miscellaneous" store group. The former classifications "furniture" and "radio and appliances" are combined. This combination was deemed necessary because of the amount of appliance and television sales made by furniture stores. For a complete list of kind-of-business categories and type of stores included please refer to the appendix to this publication.

TABLE 1. Retail Trade in Canada, 1930-1955, By Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1930	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932	1,908,301	140,276	461,874	783,373	130,562	111,598	115,278	165,250
1933	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953	12,125,082	1,016,056	2,756,116	4,615,879	677,161	844,951	987,408	1,228,231
1954	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499
1955	13,111,895	1,127,112	3,005,671	5,115,239	669,254	747,985	1,034,995	1,411,640



## RETAIL TRADE, 1955

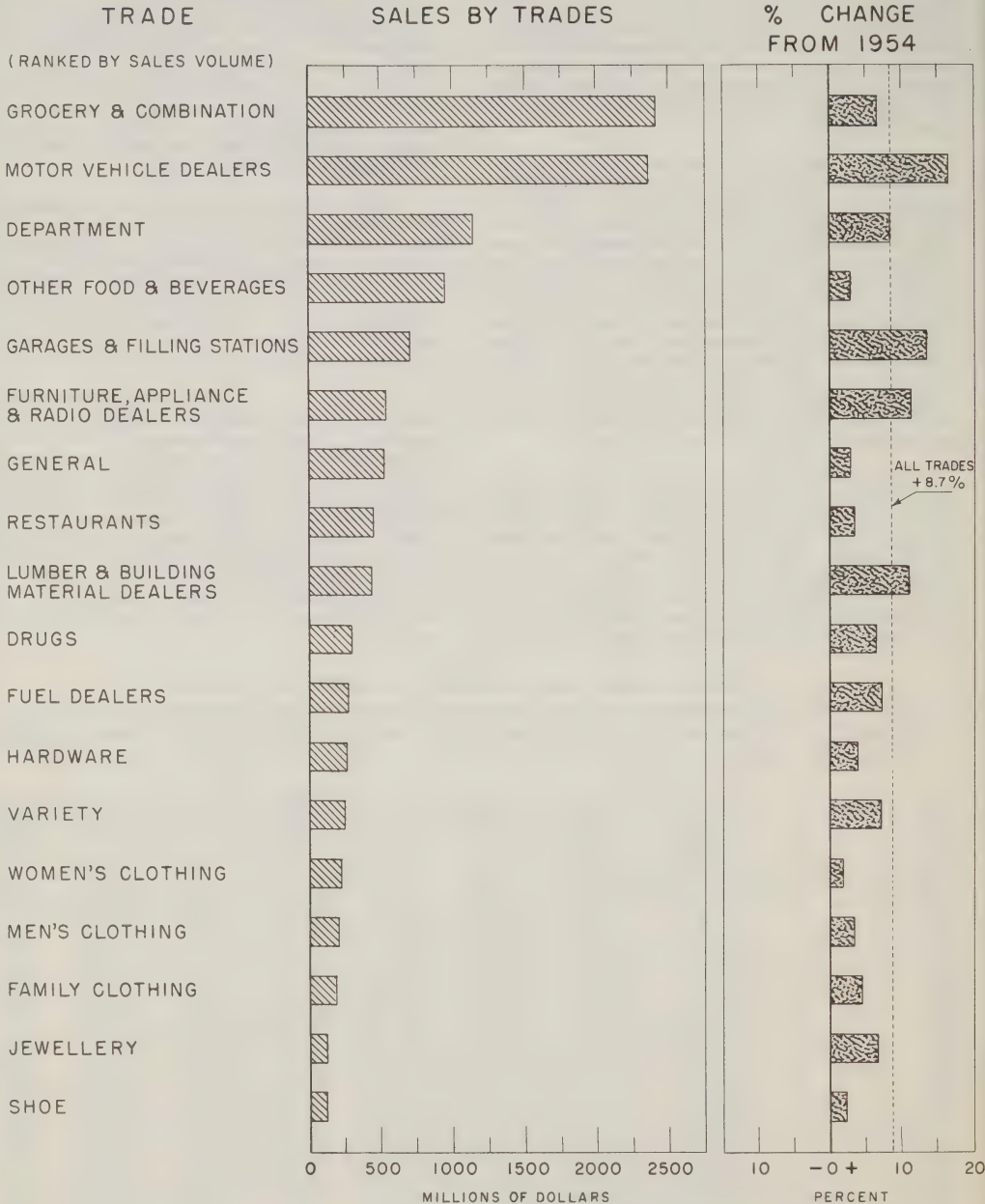


TABLE 2. Sales of Major Trades Related to Total Volume for Specified Years

	1930	1933	1937	1941	1944	1947	1951	1954	1955
<b>Total, All Trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and Combination .....	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	18.5
General .....	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.0
Department .....	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.8	8.8
Motor Vehicle .....	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	18.1
Hardware and Building Materials.....	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.4
Furniture and Household Appliances .....	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	4.1
Clothing and Shoes .....	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.8
Total, major trades .....	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	64.7
All other trades .....	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	35.3

TABLE 3. Percentage Changes in Retail Trade-- 1955-54 By Provinces and Kinds of Business

	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>Total - All Trades .....</b>	<b>+ 8.7</b>	<b>+ 9.9</b>	<b>+ 7.4</b>	<b>+ 10.4</b>	<b>+ 5.1</b>	<b>- 1.4</b>	<b>+ 7.4</b>	<b>+ 13.0</b>
Grocery and Combination Stores.....	+ 6.6	+ 7.1	+ 7.0	+ 6.4	+ 4.7	+ 4.5	+ 4.2	+ 9.2
Other Food and Beverages .....	+ 2.8	+ 9.9	1	+ 2.2	+ 8.0	+ 0.6	+ 6.1	+ 3.2
General Stores.....	+ 2.9	+ 4.3	+ 3.3	+ 2.9	+ 4.4	+ 4.1	- 4.8	+ 4.6
Department Stores.....	+ 8.4	+ 8.6	+ 9.1	+ 8.6	+ 5.8	+ 2.7	+ 10.6	+ 8.8
Variety Stores .....	+ 7.1	+ 5.5	+ 3.4	+ 9.9	+ 4.9	+ 6.4	+ 10.2	+ 5.1
Motor Vehicle Dealers .....	+ 16.8	+ 18.1	+ 8.9	+ 25.3	+ 6.7	- 9.7	+ 15.3	+ 27.0
Garages and Filling Stations.....	+ 13.5	+ 10.5	+ 23.2	+ 13.0	+ 2.1	+ 5.5	+ 2.6	+ 22.3
Men's Clothing Stores .....	+ 3.4	+ 3.8	+ 6.5	- 0.9	- 21.1	- 5.1	+ 29.8	+ 6.8
Family Clothing Stores .....	+ 4.5	+ 0.3	+ 8.2	+ 4.4	+ 9.8	- 5.8	+ 3.5	+ 0.5
Women's Clothing Stores .....	+ 1.7	+ 12.5	+ 2.8	+ 1.3	+ 0.7	- 6.0	- 6.1	+ 4.9
Shoe Stores .....	+ 2.1	+ 0.6	+ 1.3	+ 5.7	- 8.1	- 16.9	+ 17.6	- 9.2
Hardware Stores .....	+ 3.9	+ 8.7	+ 4.2	+ 3.7	+ 3.1	- 3.0	+ 2.2	+ 11.0
Lumber and Building Material Dealers .....	+ 11.0	+ 11.1	+ 20.3	+ 14.7	+ 2.7	- 5.8	+ 2.2	+ 25.3
Furniture, Appliance and Radio Stores.....	+ 11.3	+ 31.8	+ 15.1	+ 4.4	+ 10.3	+ 7.0	+ 28.3	+ 10.4
Restaurants .....	+ 3.3	+ 3.0	+ 6.1	+ 5.8	- 3.4	- 3.9	+ 0.1	- 1.6
Fuel Dealers .....	+ 7.2	+ 11.5	+ 7.5	+ 4.3	+ 7.3	+ 4.5	+ 27.7	+ 18.7
Drug Stores .....	+ 6.6	+ 8.1	+ 5.6	+ 7.4	+ 2.8	+ 1.7	+ 7.4	+ 8.3
Jewellery Stores .....	+ 6.9	+ 3.7	+ 6.9	+ 7.6	+ 2.0	- 1.1	+ 5.8	+ 12.2
Miscellaneous .....	+ 9.4	+ 10.2	+ 4.2	+ 13.8	+ 9.4	- 0.9	+ 4.3	+ 16.3

1. Change of less than 0.05 per cent.

**TABLE 4. Estimated Retail Trade – Chain and Independent – by Provinces and Kinds of Business, 1955**  
(in thousands of dollars)

No.		All Stores	Chain Stores	Independent Stores
		Canada		
1	Total, all Trades .....	13, 111, 895	2, 353, 955	10, 757, 940
2	Grocery & Combination Stores .....	2, 429, 581	962, 833	1, 466, 748
3	Other Food and Beverages .....	949, 570	489, 210	460, 360
4	General Stores .....	529, 757	37, 450	492, 307
5	Department Stores .....	1, 150, 456	—	1, 150, 456
6	Variety Stores .....	250, 228	207, 831	42, 397
7	Motor Vehicle Dealers .....	2, 370, 062	23, 166	2, 346, 895
8	Garages & Filling Stations .....	717, 878	4, 450	713, 429
9	Men's Clothing Stores .....	214, 264	27, 037	187, 227
10	Family Clothing Stores .....	199, 897	33, 418	166, 479
11	Women's Clothing Stores .....	225, 168	61, 897	163, 271
12	Shoe Stores .....	123, 216	48, 054	75, 162
13	Hardware Stores .....	256, 027	19, 906	236, 121
14	Lumber & Building Material Dealers .....	450, 661	91, 634	359, 027
15	Furniture, Appliance & Radio Dealers .....	540, 546	116, 365	424, 181
16	Restaurants .....	467, 611	34, 602	433, 009
17	Fuel Dealers .....	267, 945	2, 755	265, 190
18	Drug Stores .....	300, 341	36, 660	263, 681
19	Jewellery Stores .....	123, 702	43, 016	80, 686
20	Miscellaneous .....	1, 544, 987	113, 672	1, 431, 315
		Manitoba		
1	Total, All Trades .....	669, 254	94, 235	575, 019
2	Grocery & Combination Stores .....	107, 802	38, 581	69, 221
3	Other Food and Beverages .....	31, 442	19, 898	11, 544
4	General Stores .....	45, 834	1	1
5	Department Stores .....	102, 987	—	102, 987
6	Variety Stores .....	6, 028	5, 747	280
7	Motor Vehicle Dealers .....	105, 658	—	105, 658
8	Garages & Filling Stations .....	25, 270	1	1
9	Men's Clothing Stores .....	6, 555	649	5, 906
10	Family Clothing Stores .....	7, 663	1	1
11	Women's Clothing Stores .....	5, 691	2, 149	3, 542
12	Shoe Stores .....	3, 289	718	2, 571
13	Hardware Stores .....	14, 659	1	1
14	Lumber & Building Material Dealers .....	43, 253	8, 998	34, 256
15	Furniture, Appliance & Radio Dealers .....	21, 093	2, 699	18, 394
16	Restaurants .....	24, 750	1, 947	22, 802
17	Fuel Dealers .....	7, 317	—	7, 317
18	Drug Stores .....	16, 082	1	1
19	Jewellery Stores .....	6, 245	1	1
20	Miscellaneous .....	87, 636	6, 570	81, 066

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.  
1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

**TABLE 4. Estimated Retail Trade – Chain and Independent – by Provinces and Kinds of Business, 1955**  
(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	
Atlantic Provinces			Quebec			Ontario			No.
1, 127, 112	168, 710	958, 403	3, 005, 671	488, 374	2, 517, 297	5, 115, 239	1, 096, 030	4, 019, 208	
234, 567	38, 971	195, 596	677, 599	205, 681	471, 918	944, 227	514, 840	429, 387	2
86, 181	1	1	248, 348	80, 552	167, 796	376, 057	215, 893	160, 164	3
113, 683	10, 646	103, 037	90, 768	6, 150	84, 617	103, 764	5, 320	98, 444	4
93, 369	—	93, 369	209, 598	—	209, 598	383, 776	—	383, 776	5
25, 177	22, 441	2, 736	68, 448	54, 535	13, 913	114, 179	97, 441	16, 738	6
202, 720	1	1	465, 636	—	465, 636	938, 011	1	1	7
53, 251	1	1	147, 377	1, 694	145, 683	313, 535	549	312, 986	8
11, 753	1	1	58, 769	5, 402	53, 368	88, 398	16, 838	71, 561	9
29, 463	1	1	70, 084	16, 834	53, 250	60, 894	9, 663	51, 231	10
12, 828	1, 946	10, 883	58, 476	14, 722	43, 755	95, 073	30, 136	64, 937	11
9, 742	1	1	33, 844	13, 967	19, 877	56, 790	25, 941	30, 849	12
19, 697	1	1	51, 231	1	1	99, 448	7, 202	92, 246	13
16, 269	—	16, 269	83, 160	1	1	161, 905	21, 389	140, 516	14
39, 340	6, 099	33, 241	141, 146	37, 698	103, 448	228, 265	49, 578	178, 687	15
22, 778	713	22, 065	120, 329	9, 206	111, 123	186, 374	13, 707	172, 668	16
16, 472	—	16, 472	71, 525	—	71, 525	133, 581	1	1	17
21, 080	1, 737	19, 343	59, 376	5, 341	54, 035	131, 412	16, 574	114, 838	18
9, 260	2, 676	6, 584	25, 685	7, 898	17, 787	55, 823	20, 021	35, 801	19
109, 482	4, 222	105, 260	324, 270	18, 712	305, 557	643, 725	44, 444	599, 281	20
Saskatchewan			Alberta			British Columbia			
747, 985	102, 129	645, 856	1, 034, 995	160, 909	874, 085	1, 411, 640	243, 568	1, 168, 071	1
99, 404	27, 279	72, 125	145, 662	50, 846	94, 816	220, 320	86, 635	133, 685	2
32, 131	19, 643	12, 488	63, 163	37, 380	25, 783	112, 248	62, 443	49, 804	3
70, 741	1	1	53, 451	1	1	51, 517	8, 787	42, 730	4
57, 562	—	57, 562	113, 942	—	113, 942	189, 220	—	189, 220	5
8, 723	7, 209	1, 514	13, 842	10, 817	3, 025	13, 831	9, 641	4, 190	6
146, 936	—	146, 936	209, 914	—	209, 914	301, 186	—	301, 186	7
47, 014	1	1	64, 454	1	1	66, 977	1	1	8
7, 136	1	1	20, 391	1	1	21, 261	1	1	9
9, 128	1	1	12, 080	1	1	10, 583	1	1	10
6, 765	2, 031	4, 734	19, 465	4, 728	14, 738	26, 868	6, 186	20, 682	11
2, 877	772	2, 105	6, 047	2, 052	3, 995	10, 627	2, 665	7, 962	12
23, 434	1	1	27, 151	1	1	20, 407	1	1	13
48, 316	25, 239	23, 077	54, 339	27, 656	26, 683	43, 419	4, 476	38, 943	14
16, 135	2, 692	13, 443	41, 605	4, 551	37, 054	52, 961	13, 047	39, 914	15
27, 192	362	26, 830	36, 364	1, 364	34, 999	49, 824	7, 304	42, 521	16
6, 643	—	6, 643	668	—	668	31, 740	1	1	17
17, 957	1	1	22, 854	2, 889	19, 964	31, 579	7, 880	23, 699	18
5, 803	1, 404	4, 399	6, 214	3, 711	2, 502	14, 673	5, 419	9, 253	19
114, 085	8, 222	105, 863	123, 390	9, 208	114, 182	142, 400	22, 294	120, 106	20

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.  
1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.



TABLE 5. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1953, 1954 and 1955

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	836,162	801,990	863,066	171,016	177,539	182,429	Not available. Separately included with miscellaneous.	62,147	63,157			
February .....	803,196	804,340	831,612	157,506	167,382	178,588		64,373	63,458			
March .....	928,445	942,974	968,125	161,556	176,140	194,577		67,127	67,727			
April .....	1,034,730	1,029,461	1,127,843	170,551	186,148	208,501		73,636	77,427			
May .....	1,106,199	1,070,721	1,156,197	186,841	194,214	197,175		74,977	73,857			
June .....	1,070,515	1,064,605	1,200,178	179,418	193,011	207,892		77,721	80,066			
July .....	1,057,573	1,063,829	1,112,753	185,693	208,059	208,333		84,226	82,640			
August .....	1,012,780	994,003	1,107,287	178,760	184,508	195,230		76,456	80,512			
September .....	1,006,956	1,011,201	1,132,512	175,674	189,091	205,171		75,600	79,191			
October .....	1,095,307	1,020,037	1,137,026	195,959	199,692	208,295		77,596	80,610			
November .....	1,003,816	1,013,678	1,118,701	169,596	184,916	197,892		72,474	75,937			
December .....	1,172,353	1,248,920	1,356,596	199,990	218,703	245,498		117,729	124,987			
Annual Total ..	12,128,034	12,065,758	13,111,895	2,132,560	2,279,402	2,429,581		924,062	949,570			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	35,631	34,481	34,189	65,476	62,572	68,996	12,450	11,988	12,858			
February .....	32,899	32,845	32,177	63,367	65,958	67,770	12,408	12,782	13,194			
March .....	36,511	36,719	35,705	78,624	80,393	81,722	14,788	14,674	15,179			
April .....	40,823	40,268	41,754	80,345	86,679	90,203	17,320	19,306	21,434			
May .....	47,790	46,522	45,898	85,685	84,654	93,071	18,678	19,020	19,425			
June .....	46,456	45,548	46,879	79,527	84,288	90,360	18,184	19,399	20,365			
July .....	48,803	50,495	47,302	66,264	67,355	71,356	17,692	19,222	19,390			
August .....	48,699	46,055	46,708	70,010	73,698	81,282	16,627	16,758	18,160			
September .....	45,936	44,217	48,035	86,826	89,120	102,275	17,312	18,076	20,633			
October .....	46,989	44,872	48,575	97,012	96,333	107,331	19,616	19,932	21,820			
November .....	41,698	42,560	46,607	112,271	118,603	133,020	19,428	20,904	22,885			
December .....	49,128	50,379	55,928	141,569	152,022	163,068	39,824	41,533	44,884			
Annual total ....	521,365	514,959	529,757	1,026,977	1,061,676	1,150,456	224,327	233,593	250,228			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	137,656	112,593	130,327	36,016	43,537	51,218	15,058	14,533	16,607	13,871	11,953	12,834
February .....	160,371	141,361	140,762	33,781	40,769	47,459	11,938	12,332	11,884	10,609	10,067	9,596
March .....	206,915	199,479	191,271	39,076	44,785	52,113	15,998	14,623	13,760	15,319	12,873	12,318
April .....	245,889	218,129	249,408	45,784	52,165	57,298	17,023	17,812	18,984	17,468	17,166	18,439
May .....	239,732	219,318	269,172	51,192	58,362	63,043	19,256	16,761	15,994	18,441	15,835	15,498
June .....	236,140	211,671	273,637	50,784	58,013	64,627	18,204	17,206	17,925	17,905	16,362	16,433
July .....	229,204	201,089	224,526	56,434	63,547	67,545	15,572	14,961	15,002	15,884	15,466	14,313
August .....	182,052	166,784	213,967	54,653	59,689	66,394	13,361	13,608	13,793	14,220	12,860	13,724
September .....	165,940	160,684	191,487	49,837	55,134	62,369	15,783	14,593	16,326	15,721	14,693	16,776
October .....	186,947	136,876	177,286	51,789	56,703	63,287	19,271	18,386	19,321	20,029	17,311	19,720
November .....	160,308	130,920	158,551	43,814	49,945	61,462	20,527	20,349	21,907	19,376	18,196	20,278
December .....	132,837	129,849	149,665	43,111	49,602	61,063	32,072	32,023	32,761	29,948	28,548	29,967
Annual Total ..	2,283,991	2,028,751	2,370,062	556,272	632,252	717,878	214,063	207,186	214,264	208,790	191,332	199,897

**TABLE 5. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1953, 1954 and 1955 — Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	15,407	15,105	15,186	7,867	7,607	8,244	13,926	13,250	13,807	22,918	20,923	22,968
February .....	13,716	14,448	12,032	6,115	6,387	6,146	12,624	12,504	13,174	22,171	21,399	21,190
March .....	17,612	16,215	15,150	8,466	7,526	7,575	15,692	16,467	15,238	25,455	25,782	25,318
April .....	18,138	20,111	21,603	10,698	11,385	12,060	19,418	19,117	19,822	30,674	27,631	28,394
May .....	20,186	19,728	19,441	11,858	11,128	10,894	25,281	24,708	23,435	37,924	35,871	41,724
June .....	18,684	19,419	19,786	11,799	11,819	11,840	23,813	24,161	24,660	40,854	40,548	48,039
July .....	17,044	18,123	16,881	9,769	9,840	10,020	22,771	23,105	22,553	42,648	42,404	45,104
August .....	14,529	15,011	15,108	8,900	8,393	8,819	21,418	20,550	22,891	42,924	45,499	51,305
September .....	17,162	17,237	19,263	10,287	10,310	11,037	22,616	22,322	24,267	41,856	40,617	49,878
October .....	20,395	18,820	20,277	10,496	10,123	10,396	24,071	22,745	24,291	43,205	39,744	47,264
November .....	17,642	18,082	19,504	10,185	10,458	10,849	20,414	20,270	22,728	37,972	37,266	40,813
December .....	28,564	29,063	30,937	15,504	15,733	15,335	26,480	27,303	29,160	28,637	28,491	28,664
<b>Annual Total ..</b>	<b>219,078</b>	<b>221,364</b>	<b>225,163</b>	<b>121,944</b>	<b>120,708</b>	<b>123,216</b>	<b>248,525</b>	<b>246,503</b>	<b>256,027</b>	<b>417,238</b>	<b>406,174</b>	<b>450,661</b>
Furniture, Appliance and Radio Dealers				Restaurants					Fuel Dealers			
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	37,981	35,315	38,237	34,993	32,216	34,905	25,938	31,858	33,304			
February .....	35,056	34,090	35,277	32,902	32,105	32,164	21,685	24,462	30,149			
March .....	38,212	41,418	39,097	34,892	33,932	35,351	20,122	24,237	30,087			
April .....	38,332	38,476	42,084	38,012	36,875	38,211	13,249	16,199	16,325			
May .....	42,922	38,925	42,976	40,720	39,753	39,541	12,221	12,574	11,687			
June .....	40,875	39,936	43,031	40,234	38,145	40,289	13,482	13,595	11,411			
July .....	38,452	38,904	41,984	44,304	42,282	43,336	12,844	12,081	9,873			
August .....	35,337	36,519	45,795	46,298	44,196	43,833	14,278	14,511	12,268			
September .....	37,818	41,508	51,427	42,210	39,984	41,943	20,749	21,977	18,552			
October .....	42,450	43,643	52,524	43,428	40,026	41,166	23,343	23,041	22,157			
November .....	41,390	43,724	50,235	39,205	37,293	37,491	21,615	24,643	31,215			
December .....	50,628	53,333	57,881	36,979	35,746	39,383	25,073	30,670	40,916			
<b>Annual Total ..</b>	<b>479,453</b>	<b>485,790</b>	<b>540,546</b>	<b>474,176</b>	<b>452,554</b>	<b>467,611</b>	<b>224,599</b>	<b>249,846</b>	<b>267,945</b>			
Drug Stores				Jewellery Stores					Miscellaneous			
	1953	1954	1955	1953	1954	1955	1953 <sup>1</sup>	1954	1955			
January .....	22,811	22,255	23,714	7,689	6,907	6,909	159,457	85,211	93,176			
February .....	21,723	21,679	22,286	6,678	6,695	6,466	147,646	82,703	87,839			
March .....	22,358	22,385	24,044	7,284	7,471	7,148	169,567	100,729	104,744			
April .....	22,510	23,274	24,857	7,571	7,614	8,113	200,925	117,470	132,925			
May .....	22,349	22,731	24,017	8,682	8,353	8,545	216,442	127,286	140,806			
June .....	22,472	22,799	24,302	9,048	8,548	10,243	202,635	122,416	148,393			
July .....	21,729	22,214	24,378	8,632	8,136	8,366	203,835	122,322	139,851			
August .....	23,424	22,842	24,331	9,264	9,041	8,719	218,027	127,024	144,448			
September .....	23,040	22,846	25,077	9,392	8,806	9,717	208,797	124,389	139,087			
October .....	24,981	23,665	25,564	10,187	9,073	9,721	215,138	121,456	137,422			
November .....	22,426	22,512	23,821	11,102	10,547	11,556	194,846	130,015	131,948			
December .....	32,397	32,608	33,951	25,402	24,581	28,198	234,210	151,006	144,349			
<b>Annual Total ..</b>	<b>282,219</b>	<b>281,810</b>	<b>300,341</b>	<b>120,930</b>	<b>115,770</b>	<b>123,702</b>	<b>2,371,526</b>	<b>1,412,026</b>	<b>1,544,987</b>			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages".

**TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955—Continued**  
(in thousands of dollars)

	Total all Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	71,825	65,988	70,414	17,225	17,044	17,170	Not available. Separately included with miscellaneous.	4,948	5,729			
February .....	66,642	65,332	68,964	15,967	17,042	17,547		5,515	5,669			
March .....	80,588	79,310	83,227	16,013	17,311	18,460		5,629	6,178			
April .....	85,252	88,353	96,688	16,696	18,281	20,137		6,134	6,987			
May .....	94,467	94,655	99,982	18,011	18,726	18,905		6,033	6,701			
June .....	91,336	92,944	103,352	16,854	17,845	19,658		6,745	7,357			
July .....	88,553	92,060	101,837	17,803	19,777	22,255		7,687	8,005			
August .....	85,250	85,880	97,887	17,390	17,468	18,934		7,250	8,321			
September .....	82,321	84,392	95,168	17,018	18,231	19,920		6,821	7,341			
October .....	87,420	84,744	95,836	18,111	18,623	19,391		6,429	6,919			
November .....	81,790	84,199	93,863	16,021	17,489	18,347		6,010	6,504			
December .....	102,411	107,363	119,893	19,330	21,164	23,842		9,212	10,470			
Annual Total .....	1,017,854	1,025,222	1,127,112	206,437	218,999	234,567		78,414	86,181			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	8,606	7,682	7,258	4,672	4,288	5,000	1,121	1,022	1,098			
February .....	7,226	6,883	6,858	4,877	4,501	5,005	1,161	1,197	1,231			
March .....	8,052	8,019	7,994	6,460	6,583	6,925	1,412	1,404	1,464			
April .....	8,998	8,787	9,163	7,167	7,454	7,335	1,685	1,832	2,093			
May .....	10,963	10,255	9,566	7,189	7,462	8,223	1,889	1,934	1,867			
June .....	10,124	9,580	10,050	6,456	7,250	7,772	1,817	1,908	1,965			
July .....	10,180	10,405	10,382	5,528	5,594	5,779	1,799	1,973	2,034			
August .....	9,797	9,210	9,728	5,931	5,972	6,778	1,729	1,762	1,914			
September .....	9,050	9,322	9,804	6,576	6,477	7,636	1,792	1,862	2,101			
October .....	9,183	9,521	10,061	7,547	7,509	8,313	1,969	2,056	2,172			
November .....	8,311	8,994	9,838	9,111	10,012	10,914	1,952	2,370	2,550			
December .....	9,769	10,332	12,980	11,979	12,865	13,689	4,461	4,548	4,686			
Annual Total .....	110,259	108,991	113,683	83,491	85,969	93,369	22,787	23,867	25,177			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	9,934	8,965	9,618	2,931	3,150	3,514	851	805	813	2,039	1,734	1,753
February .....	11,298	10,744	10,640	2,326	2,474	3,217	693	645	695	1,522	1,465	1,485
March .....	17,780	16,617	17,031	3,306	3,507	3,628	798	764	766	2,171	1,922	1,804
April .....	18,311	19,586	21,508	3,090	3,364	4,044	932	975	1,045	2,239	2,422	2,426
May .....	18,912	20,183	24,009	3,720	4,360	4,706	1,107	1,005	891	2,714	2,425	2,360
June .....	18,766	19,153	24,133	4,043	4,640	4,718	1,130	1,076	1,012	2,690	2,616	2,627
July .....	15,998	16,856	20,682	4,750	5,423	5,151	944	882	835	2,322	2,308	2,179
August .....	13,573	14,681	19,544	4,337	4,561	5,303	749	693	796	2,260	2,068	2,037
September .....	12,319	12,746	16,158	4,636	5,313	4,553	902	884	876	2,325	2,306	2,310
October .....	12,342	10,983	15,332	4,194	4,165	4,897	1,005	930	926	2,847	2,678	2,626
November .....	11,945	10,626	13,084	3,533	3,784	4,697	1,036	1,035	1,064	2,691	2,805	2,800
December .....	10,096	10,658	10,981	3,514	3,459	4,822	1,705	1,627	2,032	4,478	4,633	5,056
Annual Total .....	171,274	171,708	202,720	44,380	48,201	53,251	11,851	11,320	11,753	30,298	29,383	29,463

**TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955—Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	660	748	731	517	587	520	1,006	906	923	958	590	757
February .....	590	639	626	401	510	474	865	784	928	1,010	756	685
March .....	761	802	840	630	682	687	1,058	1,010	1,194	1,034	915	873
April .....	930	1,040	1,050	835	971	880	1,362	1,404	1,522	1,173	971	1,029
May .....	958	1,030	1,037	798	861	799	1,739	1,599	1,597	1,465	1,233	1,512
June .....	807	884	1,062	857	991	991	1,756	1,770	2,026	1,719	1,556	1,722
July .....	853	892	935	714	815	766	1,710	1,678	1,834	1,439	1,416	1,742
August .....	843	833	974	628	641	736	1,561	1,562	1,766	1,717	1,713	1,829
September .....	815	834	1,087	774	881	880	1,767	1,760	1,785	1,571	1,564	1,719
October .....	898	943	1,204	679	764	785	1,698	1,746	2,045	1,613	1,517	1,671
November .....	1,006	1,123	1,200	599	767	900	1,511	1,707	1,707	1,344	1,345	1,627
December .....	1,482	1,633	2,082	1,081	1,212	1,324	2,049	2,200	2,371	1,173	1,062	1,103
<b>Annual Total .....</b>	<b>10,602</b>	<b>11,400</b>	<b>12,828</b>	<b>8,514</b>	<b>9,683</b>	<b>9,742</b>	<b>18,082</b>	<b>18,126</b>	<b>19,697</b>	<b>16,216</b>	<b>14,640</b>	<b>16,269</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	1,954	1,741	2,563	1,788	1,408	1,637	1,865	1,574	1,727			
February .....	1,610	1,605	2,484	1,835	1,568	1,563	1,863	1,688	1,733			
March .....	2,473	2,590	2,773	2,202	2,063	1,769	1,784	1,537	1,638			
April .....	2,280	2,230	2,759	2,070	1,866	1,831	1,036	1,101	1,066			
May .....	2,795	2,576	3,100	2,214	1,990	1,885	1,009	816	992			
June .....	3,084	3,038	3,206	2,251	1,992	1,887	853	659	719			
July .....	3,002	2,642	3,391	2,590	2,120	2,387	747	665	545			
August .....	2,177	2,227	3,360	2,610	2,334	2,389	883	660	715			
September .....	2,032	2,146	3,696	1,825	1,661	2,023	1,311	1,227	1,335			
October .....	2,566	2,700	3,512	1,888	1,696	1,882	1,621	1,462	1,748			
November .....	2,478	2,364	3,597	1,752	1,588	1,663	1,683	1,643	1,960			
December .....	3,665	3,990	4,901	1,928	1,820	1,883	1,698	1,743	2,293			
<b>Annual Total .....</b>	<b>30,117</b>	<b>29,851</b>	<b>39,340</b>	<b>24,953</b>	<b>22,107</b>	<b>22,778</b>	<b>16,359</b>	<b>14,775</b>	<b>16,472</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1953	1954	1955	1953	1954	1955	1953 <sup>1</sup>	1954	1955	1953	1954	1955
January .....	1,586	1,487	1,587	368	421	418	13,745	6,888	7,597			
February .....	1,452	1,514	1,563	399	507	472	11,549	5,293	6,089			
March .....	1,440	1,535	1,734	475	549	494	12,737	5,870	6,975			
April .....	1,522	1,618	1,818	445	522	559	14,480	7,795	9,437			
May .....	1,394	1,494	1,625	553	648	623	17,037	10,023	9,602			
June .....	1,546	1,597	1,672	583	700	791	16,000	8,944	9,986			
July .....	1,526	1,638	1,658	542	666	692	16,108	8,624	10,582			
August .....	1,571	1,589	1,706	616	763	796	16,878	9,893	10,260			
September .....	1,494	1,550	1,725	590	786	729	15,523	8,021	9,488			
October .....	1,692	1,679	1,822	541	652	674	17,026	8,781	9,857			
November .....	1,409	1,500	1,678	604	723	852	14,800	8,314	8,880			
December .....	2,198	2,300	2,492	1,654	1,991	2,160	20,152	10,914	10,728			
<b>Annual Total .....</b>	<b>18,829</b>	<b>19,502</b>	<b>21,080</b>	<b>7,370</b>	<b>8,927</b>	<b>9,260</b>	<b>186,036</b>	<b>99,360</b>	<b>109,482</b>			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages."



**TABLE 5. Quebec -- Estimated Retail Trade -- by Kinds of Business and Months, 1953, 1954 and 1955 -- Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
							Not available. Separately included with miscellaneous.					
January .....	183,856	182,245	198,882	46,487	48,812	51,738		17,302	17,860			
February .....	176,496	178,971	192,512	44,170	46,657	50,009		18,103	17,450			
March .....	214,320	221,392	225,180	44,184	48,209	54,702		17,990	17,813			
April .....	237,891	248,884	262,181	47,680	52,018	58,085		20,437	21,153			
May .....	254,797	248,445	270,419	52,997	54,347	55,143		20,518	20,016			
June .....	246,757	251,043	273,513	51,038	54,088	58,290		20,961	20,722			
July .....	235,190	242,337	243,117	53,172	58,291	56,647		21,542	19,946			
August .....	219,554	224,511	245,156	49,311	50,929	54,619		19,899	20,004			
September .....	233,099	236,098	259,383	49,704	52,102	57,031		20,860	20,586			
October .....	251,076	238,204	263,070	56,034	56,226	57,832		20,926	21,236			
November .....	236,196	243,843	260,462	47,446	51,221	55,402		20,655	21,140			
December .....	266,904	281,646	311,794	56,228	60,328	68,101	29,197	30,422				
Annual Total .....	2,756,136	2,797,617	3,005,671	598,450	633,226	677,599		248,389	248,348			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	5,220	4,970	5,494	11,340	11,022	11,838	3,644	3,463	3,636			
February .....	5,323	5,169	5,035	11,172	11,820	12,222	3,450	3,514	3,525			
March .....	5,864	5,629	5,369	14,751	14,707	15,133	4,272	4,347	4,114			
April .....	7,010	6,865	6,320	14,404	16,247	17,206	5,176	5,857	6,088			
May .....	8,697	8,622	7,451	15,681	15,540	17,979	5,865	5,869	5,776			
June .....	8,069	7,969	7,919	14,577	15,728	16,672	5,640	5,993	5,977			
July .....	7,614	7,840	7,835	10,622	10,420	11,514	4,992	5,464	5,193			
August .....	7,807	8,190	7,893	12,031	13,150	14,451	4,979	4,799	5,078			
September .....	8,005	8,186	8,924	16,232	17,839	19,373	5,049	5,410	5,864			
October .....	7,922	7,982	9,473	17,592	17,117	19,445	5,603	5,624	6,176			
November .....	7,235	7,566	9,169	19,373	21,426	23,826	5,095	5,404	5,788			
December .....	8,151	8,880	9,885	26,207	27,045	29,939	10,056	10,438	11,234			
Annual Total .....	86,914	87,869	90,768	183,979	192,061	209,598	63,820	66,183	68,448			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	22,106	18,176	25,391	6,966	9,327	10,788	4,254	4,218	3,942	4,195	3,532	4,277
February .....	25,200	22,174	28,548	6,440	7,721	9,888	3,076	3,149	2,936	3,607	3,451	3,264
March .....	43,079	45,789	40,305	6,878	8,093	10,603	4,788	4,450	3,793	5,825	4,874	4,366
April .....	52,480	51,676	51,676	8,808	10,108	11,372	4,952	5,780	5,956	6,152	6,128	6,902
May .....	49,392	46,135	58,477	9,463	10,670	12,904	5,633	4,940	4,578	6,466	5,388	5,704
June .....	50,982	48,997	53,567	9,740	10,932	13,177	4,918	4,797	5,232	6,354	5,801	5,845
July .....	49,198	46,824	42,563	10,049	11,374	13,501	3,850	3,789	3,919	5,140	5,083	4,688
August .....	36,376	37,236	38,676	9,438	10,366	13,479	3,096	3,790	4,221	4,426	3,970	4,845
September .....	35,484	33,798	36,346	9,277	10,447	12,586	3,774	3,231	4,439	5,036	4,829	5,911
October .....	37,678	28,423	33,983	8,893	10,125	13,252	4,839	4,852	5,543	7,000	6,003	7,159
November .....	34,300	26,536	29,820	9,110	10,412	12,800	5,120	5,442	6,095	6,629	6,185	7,294
December .....	25,144	21,908	26,285	8,963	10,090	13,026	6,560	6,759	8,116	10,124	9,522	9,828
Annual Total .....	461,418	427,672	465,636	104,024	119,664	147,377	54,861	55,197	58,769	70,953	64,765	70,084

**TABLE 5. Quebec—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955—Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	3,716	3,458	3,400	2,056	1,948	1,992	2,982	2,657	2,397	3,152	2,948	3,846
February .....	4,114	4,364	3,064	1,564	1,556	1,591	2,328	2,324	2,388	3,732	3,378	3,694
March .....	4,003	4,634	3,910	2,855	2,056	1,815	3,079	3,123	2,845	4,776	4,835	5,356
April .....	5,078	5,778	6,226	3,286	3,552	3,411	3,820	3,717	3,502	5,348	5,216	5,691
May .....	5,534	5,451	5,432	3,870	3,227	3,140	5,392	4,845	5,010	6,574	6,513	7,850
June .....	5,837	6,014	5,824	3,751	3,819	3,374	5,274	5,058	5,167	6,926	7,052	9,383
July .....	4,116	4,146	4,426	2,550	3,593	2,732	4,816	4,716	4,514	7,011	7,395	8,446
August .....	3,574	3,646	4,208	2,409	1,996	2,509	4,264	4,274	4,735	7,235	7,700	9,094
September .....	4,276	4,220	4,968	2,762	2,880	2,920	4,800	4,830	5,276	7,263	6,676	8,793
October .....	4,436	4,027	4,950	2,617	2,587	2,724	4,937	4,498	5,549	7,208	6,459	7,965
November .....	4,254	4,179	4,985	2,623	2,741	3,134	4,402	4,197	4,651	5,682	6,358	7,569
December .....	7,309	6,989	7,086	4,520	4,440	4,503	4,898	4,917	5,198	4,103	4,606	5,474
<b>Annual Total .....</b>	<b>57,246</b>	<b>56,907</b>	<b>58,476</b>	<b>34,864</b>	<b>33,396</b>	<b>33,844</b>	<b>50,992</b>	<b>49,155</b>	<b>51,231</b>	<b>69,010</b>	<b>69,137</b>	<b>83,160</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	8,217	8,011	8,664	9,000	8,251	8,782	7,327	8,731	9,507			
February .....	7,424	7,248	8,115	8,397	8,059	8,389	6,337	6,763	8,519			
March .....	9,569	10,265	10,039	8,098	7,912	8,673	5,629	6,380	8,161			
April .....	9,802	11,137	11,337	8,929	8,929	9,588	3,282	3,954	4,502			
May .....	11,537	10,459	12,890	8,860	9,118	10,182	2,970	3,142	2,829			
June .....	10,451	10,179	12,114	9,242	9,022	10,270	3,332	3,233	2,803			
July .....	9,270	10,288	10,522	8,861	8,894	10,777	3,446	3,127	2,459			
August .....	8,885	9,315	11,912	10,014	10,458	11,108	3,796	3,704	3,206			
September .....	10,262	10,408	14,219	10,202	10,662	11,022	5,539	6,095	4,644			
October .....	11,196	11,279	13,883	11,522	10,842	11,144	6,205	6,320	5,876			
November .....	10,113	11,467	13,337	11,131	11,151	9,905	5,489	6,394	7,759			
December .....	11,391	12,535	14,115	10,021	10,097	10,490	7,351	8,674	11,259			
<b>Annual Total .....</b>	<b>118,118</b>	<b>122,590</b>	<b>141,146</b>	<b>114,276</b>	<b>113,396</b>	<b>120,329</b>	<b>60,702</b>	<b>66,515</b>	<b>71,525</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1953	1954	1955	1953	1954	1955	1953 <sup>1</sup>	1954	1955			
January .....	4,616	4,647	4,838	1,837	1,288	1,489	36,746	19,481	19,006			
February .....	4,456	4,508	4,494	1,328	1,498	1,307	34,379	17,515	18,077			
March .....	4,731	4,678	4,910	1,415	1,453	1,511	39,525	21,971	21,764			
April .....	4,567	4,722	4,992	1,761	1,917	1,846	45,357	24,846	26,328			
May .....	4,244	4,621	4,954	1,843	1,733	1,619	49,779	27,307	28,483			
June .....	4,151	4,408	4,791	1,858	1,786	2,152	44,617	25,204	30,233			
July .....	4,290	4,528	4,776	1,764	1,600	1,679	44,432	24,425	26,981			
August .....	4,362	4,472	4,798	1,937	2,231	1,786	45,615	24,387	28,535			
September .....	4,153	4,376	4,933	1,862	1,908	1,970	49,416	27,341	29,578			
October .....	4,656	4,640	5,039	2,105	1,893	1,942	50,634	28,378	29,898			
November .....	4,359	4,606	4,833	1,855	2,018	2,365	51,981	35,885	30,590			
December .....	5,706	5,994	6,019	5,224	4,708	6,019	54,948	34,519	34,795			
<b>Annual Total .....</b>	<b>54,289</b>	<b>56,202</b>	<b>59,376</b>	<b>24,789</b>	<b>24,033</b>	<b>25,685</b>	<b>547,429</b>	<b>311,261</b>	<b>324,270</b>			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages".

**TABLE 5. Ontario—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955 — Continued**  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	328,230	322,342	342,420	66,432	70,807	71,172	Not available. Separately included with miscellaneous.	24,556	23,562			
February .....	319,405	320,004	332,291	60,598	65,593	70,024		24,899	24,500			
March .....	359,317	353,756	382,788	62,730	69,480	76,281		26,538	26,676			
April .....	385,455	388,017	448,061	65,029	71,579	81,947		28,906	30,381			
May .....	417,148	408,901	453,141	71,138	75,589	76,819		30,332	29,553			
June .....	406,933	409,629	467,604	67,727	74,939	80,694		31,460	32,545			
July .....	401,051	403,606	431,766	69,977	80,603	79,416		35,312	34,750			
August .....	373,901	370,960	409,308	69,317	71,922	73,737		30,789	32,512			
September .....	377,420	387,157	432,338	66,681	73,486	79,136		30,216	31,747			
October .....	410,870	387,877	438,648	74,369	76,344	81,734		30,974	31,972			
November .....	376,568	385,622	439,982	65,222	71,637	77,641		27,916	29,359			
December .....	459,678	496,580	536,892	76,680	85,702	95,627		46,072	48,500			
Annual Total .....	4,615,976	4,634,450	5,115,239	815,900	887,681	944,227		367,972	376,057			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	6,218	6,649	7,097	21,534	20,995	22,843	5,549	5,518	5,855			
February .....	6,280	6,512	6,752	21,180	22,260	22,371	5,554	5,697	6,148			
March .....	6,518	6,741	7,151	25,980	25,824	27,141	6,518	6,406	7,074			
April .....	7,423	7,455	8,726	26,104	29,080	30,680	7,441	8,420	9,705			
May .....	8,600	9,035	9,855	28,807	27,569	30,904	7,990	8,207	8,714			
June .....	8,932	9,344	9,016	26,773	28,379	30,337	7,757	8,485	9,065			
July .....	10,173	10,913	9,640	21,373	20,518	21,626	7,759	8,546	8,772			
August .....	10,052	9,866	8,865	21,807	22,461	25,448	7,015	7,240	7,934			
September .....	8,985	8,497	8,928	30,088	29,787	33,392	7,612	7,987	9,278			
October .....	8,207	8,560	9,017	31,577	31,767	36,659	8,685	8,916	9,826			
November .....	7,531	7,853	8,540	39,033	41,843	46,864	8,775	9,491	10,666			
December .....	8,844	9,423	10,176	48,412	52,817	55,511	17,947	18,959	21,141			
Annual Total .....	97,762	100,846	103,764	342,667	353,300	383,776	98,602	103,872	114,179			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	54,600	46,397	51,854	16,774	20,035	22,863	5,915	5,608	7,510	4,542	3,873	4,004
February .....	66,459	57,763	57,171	15,757	19,184	21,694	5,267	5,665	5,110	3,480	3,104	2,963
March .....	80,221	66,375	76,148	17,906	20,040	23,233	7,078	6,172	5,870	4,791	3,766	3,970
April .....	89,035	78,965	102,166	20,708	24,055	25,886	7,212	7,358	7,375	5,184	5,030	5,726
May .....	89,311	82,759	107,219	22,901	26,478	27,775	8,322	7,123	6,496	5,500	4,642	4,510
June .....	86,231	77,420	108,571	21,665	25,351	28,347	8,199	7,423	7,147	5,122	4,602	4,538
July .....	84,056	72,268	89,541	23,831	26,525	29,181	6,843	6,202	6,130	4,792	4,394	4,325
August .....	64,931	57,380	79,376	22,170	24,970	27,769	5,871	5,369	5,166	4,227	3,808	3,744
September .....	58,271	60,472	72,592	20,411	23,037	26,707	7,184	6,617	6,549	5,193	4,781	5,251
October .....	67,792	49,643	68,682	21,860	24,458	27,210	8,208	7,735	7,676	6,088	5,387	5,934
November .....	55,748	47,520	63,416	17,901	21,081	26,085	9,112	8,364	9,012	6,145	5,601	6,320
December .....	48,966	51,459	61,275	18,243	22,296	26,784	16,134	15,586	14,357	9,990	9,316	9,610
Annual Total .....	845,623	748,421	938,011	240,128	277,508	313,535	95,345	89,223	88,398	65,055	58,305	60,894



**TABLE 5. Ontario—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955 — Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	6,570	6,698	6,724	3,630	3,450	3,998	5,244	5,766	5,622	8,650	8,225	8,624
February .....	5,566	5,872	5,154	2,908	2,968	2,922	4,693	4,977	5,154	7,580	7,824	7,675
March .....	7,354	6,454	6,339	3,417	3,100	3,656	5,970	6,535	6,025	8,801	8,661	9,309
April .....	7,206	8,475	8,849	4,593	4,671	5,521	7,138	7,755	8,100	11,276	9,858	10,694
May .....	8,203	7,885	8,068	4,903	4,772	4,946	9,323	10,268	9,654	13,612	13,119	16,339
June .....	7,478	7,932	7,952	5,096	4,829	5,338	8,774	9,788	9,314	13,088	14,008	17,582
July .....	7,148	7,687	6,984	4,453	4,270	4,512	8,308	9,300	8,756	14,584	14,245	15,883
August .....	5,840	6,158	5,736	4,002	3,830	3,744	7,131	7,608	8,384	13,574	14,801	16,947
September .....	7,437	7,623	8,179	4,771	4,525	5,163	7,201	7,813	9,288	12,841	13,720	17,290
October .....	8,655	8,130	8,518	4,933	4,717	4,809	8,211	8,679	8,844	14,078	13,768	15,664
November .....	7,601	7,901	8,488	5,050	5,076	4,985	6,846	7,338	8,886	12,836	12,873	14,884
December .....	12,713	13,044	14,081	7,398	7,533	7,196	8,663	10,073	11,421	10,544	10,060	11,015
<b>Annual Total .....</b>	<b>91,770</b>	<b>93,858</b>	<b>95,073</b>	<b>55,155</b>	<b>53,740</b>	<b>56,790</b>	<b>87,503</b>	<b>95,901</b>	<b>99,448</b>	<b>141,465</b>	<b>141,162</b>	<b>161,905</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	18,726	17,732	16,509	13,080	12,685	13,904	11,946	15,515	17,090			
February .....	17,897	16,864	15,071	12,394	12,527	12,789	10,217	12,189	15,550			
March .....	17,609	18,144	16,405	13,536	13,578	14,283	9,524	12,493	15,152			
April .....	17,093	16,872	17,936	14,331	14,181	15,231	6,336	7,646	7,900			
May .....	19,327	17,314	17,757	16,353	15,965	16,081	5,827	6,029	5,347			
June .....	18,872	18,177	17,792	16,061	15,248	16,221	7,124	7,312	5,561			
July .....	17,516	16,912	17,866	18,766	17,868	16,928	6,867	6,298	4,818			
August .....	16,454	16,400	19,615	18,716	17,333	17,202	7,953	8,315	6,200			
September .....	17,295	19,355	21,499	16,682	15,268	16,844	11,170	11,705	9,089			
October .....	18,498	18,070	22,143	16,480	15,371	16,238	12,105	11,719	10,545			
November .....	18,922	19,077	21,004	14,268	13,620	15,102	10,808	12,974	15,395			
December .....	24,058	23,798	24,669	13,114	12,516	15,552	11,917	15,935	20,935			
<b>Annual Total .....</b>	<b>222,267</b>	<b>218,715</b>	<b>228,265</b>	<b>183,781</b>	<b>176,162</b>	<b>186,374</b>	<b>111,792</b>	<b>128,130</b>	<b>133,581</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	9,835	9,514	10,455	3,449	3,503	3,124	65,535	34,815	39,609			
February .....	9,266	9,066	9,747	3,179	2,972	2,917	61,129	34,068	38,579			
March .....	9,656	9,484	10,281	3,261	3,185	3,146	68,449	40,780	44,647			
April .....	9,868	10,116	10,700	3,226	3,224	3,603	76,250	44,372	56,937			
May .....	10,058	9,796	10,492	3,948	3,673	4,026	83,023	48,346	58,584			
June .....	10,340	10,191	10,690	4,010	3,754	4,723	83,684	50,986	62,172			
July .....	9,427	9,229	10,884	3,860	3,678	3,684	81,317	48,837	58,071			
August .....	10,854	10,108	10,619	4,074	3,780	3,547	79,912	48,822	52,764			
September .....	10,686	10,142	10,889	4,338	3,707	4,342	80,572	48,420	56,173			
October .....	11,284	10,305	11,003	4,792	4,250	4,547	85,046	49,086	57,627			
November .....	10,102	9,759	10,496	5,617	5,078	5,492	75,051	50,621	57,345			
December .....	15,049	14,650	15,155	11,214	11,067	12,670	99,793	66,275	61,217			
<b>Annual Total .....</b>	<b>126,427</b>	<b>122,359</b>	<b>131,412</b>	<b>54,967</b>	<b>51,871</b>	<b>55,823</b>	<b>939,765</b>	<b>565,425</b>	<b>643,725</b>			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages".



**TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1953, 1954 and 1955 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
							Not available, separately included with miscellaneous.					
January .....	48,735	44,224	42,357	7,886	7,968	8,047		1,850	1,974			
February .....	45,106	43,216	41,229	7,187	7,454	7,763		1,846	1,972			
March .....	47,646	46,984	47,471	7,502	7,979	8,468		1,974	2,100			
April .....	57,901	53,311	57,741	8,023	8,719	9,119		2,203	2,440			
May .....	62,103	56,181	58,816	8,914	9,301	8,665		2,218	2,409			
June .....	57,688	53,245	60,470	8,264	8,570	9,146		2,294	2,676			
July .....	60,958	57,428	59,049	8,482	9,525	9,018		2,558	2,741			
August .....	55,187	52,581	58,612	8,508	8,307	8,760		2,491	2,593			
September .....	55,350	54,215	60,266	8,423	8,690	9,341		2,372	2,644			
October .....	65,223	55,926	59,425	9,220	8,833	9,566		2,594	2,686			
November .....	57,872	54,716	56,734	7,754	7,966	9,084		2,381	2,384			
December .....	63,392	65,016	67,085	9,031	9,602	10,825	4,321	4,822				
Annual Total .....	677,161	637,044	669,254	99,192	102,915	107,802		29,102	31,442			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	3,200	3,135	2,879	6,662	6,196	6,667	304	284	326			
February .....	2,857	2,923	2,823	6,121	6,139	6,477	309	323	307			
March .....	3,084	3,184	3,081	7,375	7,604	7,208	366	352	362			
April .....	3,630	3,307	3,744	8,009	7,905	8,055	454	467	565			
May .....	4,295	4,002	3,869	7,940	7,416	8,269	465	450	470			
June .....	3,882	3,663	4,043	7,490	7,610	7,815	436	442	467			
July .....	4,138	4,301	4,110	6,942	6,726	7,675	444	458	447			
August .....	4,474	3,982	4,187	6,394	6,496	6,957	386	383	414			
September .....	3,821	3,584	4,066	7,846	8,082	9,335	417	395	466			
October .....	4,207	3,751	4,126	9,285	9,173	9,348	508	530	544			
November .....	3,665	3,599	3,964	10,935	11,011	11,716	538	540	546			
December .....	4,462	4,462	4,941	12,450	12,948	13,466	1,072	1,122	1,114			
Annual Total .....	45,714	43,894	45,834	97,448	97,306	102,987	5,698	5,746	6,028			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	10,064	7,476	5,112	1,644	1,682	1,780	527	496	452	605	508	506
February .....	10,435	8,290	5,551	1,312	1,324	1,674	304	279	382	309	324	373
March .....	9,382	8,086	7,693	1,698	1,660	1,762	434	349	422	511	408	420
April .....	12,314	10,582	12,135	2,363	2,032	2,063	513	422	623	676	573	721
May .....	13,646	11,512	12,104	2,466	2,050	2,178	506	410	513	738	614	569
June .....	11,915	8,788	12,300	2,718	2,619	2,219	511	668	555	719	552	650
July .....	14,884	10,923	10,411	2,401	2,300	2,395	663	852	429	602	601	568
August .....	8,629	7,483	9,955	2,853	2,546	2,339	581	769	388	592	433	518
September .....	7,774	7,504	9,166	2,445	2,112	2,223	504	597	520	654	545	614
October .....	13,381	7,125	8,025	2,640	2,437	2,342	583	766	648	841	628	787
November .....	8,720	5,652	6,215	2,465	2,397	2,127	912	1,355	718	839	765	811
December .....	7,250	5,630	6,991	1,751	1,590	2,169	1,019	1,349	907	1,135	1,028	1,127
Annual Total .....	128,395	99,050	105,658	26,756	24,750	25,270	7,056	8,312	6,555	8,220	6,977	7,666

TABLE 3. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1953, 1954 and 1955 — Continued  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	430	351	406	218	216	242	753	692	804	2,463	2,417	2,175
February .....	400	375	310	156	170	140	808	830	737	2,188	1,986	1,923
March .....	501	413	363	241	224	195	760	924	787	2,227	2,480	2,202
April .....	572	467	596	341	334	396	1,106	1,009	1,073	2,836	2,401	2,390
May .....	604	492	511	376	338	329	1,288	1,205	1,302	4,020	3,530	3,975
June .....	561	502	493	366	400	344	1,227	1,218	1,351	4,384	4,261	4,392
July .....	552	490	448	321	343	273	1,355	1,350	1,268	4,729	4,602	4,353
August .....	450	389	394	251	286	232	1,197	1,160	1,325	4,367	4,269	5,220
September .....	596	458	505	313	290	300	1,302	1,280	1,456	4,539	4,821	5,178
October .....	675	568	560	339	321	312	1,495	1,383	1,317	4,603	4,224	5,014
November .....	579	493	454	295	288	267	1,311	1,259	1,337	4,024	3,789	3,851
December .....	696	653	653	339	369	260	1,888	1,904	1,903	3,363	3,340	2,580
Annual Total .....	6,616	5,652	5,691	3,558	3,579	3,289	14,489	14,214	14,659	43,743	42,120	43,253
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	1,731	1,429	1,911	2,177	1,914	1,863	1,096	1,211	899			
February .....	1,590	1,484	1,614	1,831	1,774	1,695	647	579	774			
March .....	1,631	1,344	1,536	2,074	1,956	1,889	592	744	737			
April .....	1,611	1,250	1,650	2,392	2,245	2,075	336	607	180			
May .....	1,421	1,126	1,442	2,606	2,412	2,071	431	437	155			
June .....	1,376	1,514	1,664	2,280	2,100	2,136	280	196	110			
July .....	1,402	1,304	1,628	2,276	2,175	2,345	217	195	306			
August .....	1,387	1,528	1,675	2,122	2,046	2,338	280	372	130			
September .....	1,520	1,603	2,124	2,378	2,196	2,137	628	652	743			
October .....	1,763	1,894	2,093	2,820	2,494	2,141	586	527	758			
November .....	1,703	1,780	1,829	2,394	2,143	1,939	527	561	1,253			
December .....	2,384	2,868	1,925	2,312	2,154	2,122	786	739	1,270			
Annual Total .....	19,520	19,124	21,093	27,662	25,610	24,750	6,404	6,820	7,317			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1953	1954	1955	1953	1954	1955	1953 <sup>1</sup>	1954	1955			
January .....	1,264	1,165	1,234	370	337	369	7,341	4,896	4,710			
February .....	1,528	1,447	1,182	367	368	330	6,758	5,302	5,205			
March .....	1,257	1,201	1,257	430	451	400	7,581	5,649	6,588			
April .....	1,293	1,225	1,364	430	456	412	11,002	7,106	8,141			
May .....	1,348	1,298	1,311	438	449	446	10,599	6,921	8,227			
June .....	1,299	1,258	1,318	478	426	478	9,503	6,165	8,314			
July .....	1,261	1,254	1,306	505	399	420	9,786	7,073	8,908			
August .....	1,408	1,329	1,319	591	467	471	10,718	7,844	9,398			
September .....	1,300	1,253	1,333	557	432	520	10,333	7,349	7,594			
October .....	1,381	1,298	1,410	612	480	468	10,286	6,902	7,280			
November .....	1,231	1,196	1,243	683	556	565	9,296	6,987	6,433			
December .....	1,791	1,727	1,805	1,428	1,303	1,367	10,235	7,906	6,839			
Annual Total .....	16,362	15,651	16,082	6,889	6,123	6,245	113,439	80,099	87,636			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages".

TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1953, 1954 and 1955 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
							Not available. Separately included with miscellaneous.					
January .....	49,073	45,446	45,963	6,250	6,745	7,179		2,128	2,212			
February .....	44,163	47,242	41,955	5,783	6,387	7,108		2,252	2,108			
March .....	53,818	54,169	49,051	5,987	7,015	7,885		2,256	2,265			
April .....	81,516	72,105	60,531	6,669	7,366	8,432		2,530	2,554			
May .....	81,266	74,667	65,661	7,652	8,018	8,123		2,360	2,317			
June .....	74,317	67,125	71,543	7,689	8,348	8,592		2,581	2,671			
July .....	77,275	73,449	66,903	8,070	9,126	8,338		2,638	2,665			
August .....	88,685	73,207	77,293	7,955	8,078	8,381		2,561	2,574			
September .....	74,350	64,236	70,007	8,064	8,170	8,738		2,464	2,640			
October .....	82,114	62,814	69,000	9,056	8,657	8,637		2,823	2,866			
November .....	69,306	59,201	62,657	7,892	8,148	7,995		2,596	2,536			
December .....	69,154	64,636	67,422	8,595	9,035	9,996	4,741	4,724				
Annual Total .....	845,038	758,295	747,985	89,663	95,095	99,404		31,930	32,131			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	4,929	4,899	4,255	3,913	3,666	3,784	454	409	461			
February .....	4,090	4,369	3,801	3,423	3,656	3,312	479	534	499			
March .....	5,219	5,391	4,406	4,598	4,211	3,900	528	528	521			
April .....	5,726	5,659	5,275	5,140	4,780	4,612	642	670	739			
May .....	6,114	5,668	6,478	5,014	4,608	4,631	601	608	648			
June .....	6,296	5,898	6,614	4,579	4,451	4,771	620	639	736			
July .....	6,455	6,639	6,226	3,621	3,730	3,715	622	658	698			
August .....	6,861	5,773	7,184	4,086	4,028	4,048	618	634	684			
September .....	6,637	5,599	7,075	4,693	4,181	4,913	569	567	704			
October .....	7,551	6,121	6,708	6,068	4,946	5,534	709	675	785			
November .....	5,783	5,275	6,102	6,901	5,811	6,735	803	775	785			
December .....	7,247	6,660	6,620	8,153	7,965	7,607	1,499	1,505	1,464			
Annual Total .....	72,907	67,950	70,741	60,188	56,033	57,562	8,144	8,202	8,723			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	11,566	9,494	7,839	1,385	1,882	3,133	752	729	492	722	604	626
February .....	11,883	11,282	7,846	1,184	1,772	2,599	502	548	430	458	562	416
March .....	15,179	15,009	9,960	1,423	1,731	3,336	630	488	424	604	563	460
April .....	27,194	21,450	13,713	2,229	2,773	3,477	715	613	661	1,218	995	784
May .....	22,719	19,870	15,208	4,010	4,634	4,102	724	585	486	1,040	924	729
June .....	21,265	15,532	16,717	3,613	4,104	4,505	626	526	606	1,123	1,023	973
July .....	20,790	16,090	14,221	4,649	5,521	4,778	502	467	482	1,120	1,257	748
August .....	20,321	14,952	15,860	5,674	6,181	5,103	473	485	411	875	798	630
September .....	17,072	12,360	13,431	4,616	4,730	4,684	622	562	600	601	490	728
October .....	18,037	9,454	12,048	4,834	5,039	4,157	972	678	731	1,037	700	1,057
November .....	15,513	9,324	10,572	3,392	3,583	3,999	894	725	760	990	809	883
December .....	12,139	7,980	9,520	2,545	2,596	3,143	1,206	1,110	1,055	1,079	969	1,093
Annual Total .....	213,678	162,797	146,936	39,554	44,546	47,014	8,618	7,517	7,136	10,866	9,694	9,128

TABLE 5. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955—Continued  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	655	617	537	203	199	167	1,308	1,054	1,286	2,464	2,361	2,048
February .....	514	567	341	188	227	159	1,202	1,158	1,196	2,118	2,706	1,914
March .....	581	535	419	199	220	174	1,568	1,493	1,402	2,300	2,392	1,880
April .....	792	773	728	289	324	314	2,240	1,873	1,984	2,938	2,616	1,867
May .....	688	650	584	311	333	269	2,972	2,541	1,913	4,158	4,400	3,863
June .....	561	512	618	276	339	284	2,376	2,377	2,251	5,169	5,159	5,179
July .....	565	586	522	302	364	237	2,467	2,252	2,101	5,618	6,180	5,440
August .....	544	493	441	243	298	214	3,055	2,175	2,428	6,497	7,454	7,008
September .....	597	504	564	255	252	279	2,764	2,470	2,134	6,055	5,539	6,007
October .....	985	666	720	326	260	293	2,934	2,260	2,035	6,171	4,876	6,513
November .....	675	534	542	288	277	236	2,336	1,940	1,919	5,444	4,795	4,300
December .....	816	755	748	372	368	249	3,099	2,567	2,784	3,042	2,823	2,298
Annual Total .....	7,972	7,193	6,765	3,252	3,462	2,877	28,319	24,159	23,434	51,975	51,300	48,316
Furniture, Appliance and Radio Dealers				Restaurants				Fuel Dealers				
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	1,834	1,198	1,249	2,108	2,013	2,000	705	830	726			
February .....	1,109	896	1,067	2,024	2,273	1,796	490	482	652			
March .....	1,407	1,223	1,211	2,104	2,161	2,065	455	491	712			
April .....	1,979	1,510	1,252	2,444	2,419	2,276	301	435	330			
May .....	1,650	1,346	1,085	2,465	2,449	2,218	332	398	339			
June .....	1,249	1,016	1,161	2,491	2,480	2,420	266	396	300			
July .....	1,704	1,385	1,290	2,767	2,657	2,616	294	416	328			
August .....	1,204	1,296	1,278	2,879	2,744	2,671	276	387	421			
September .....	964	1,231	1,529	2,468	2,299	2,413	428	575	535			
October .....	1,509	1,255	1,854	2,664	2,292	2,543	635	741	557			
November .....	1,261	1,067	1,683	2,544	2,202	2,116	540	556	859			
December .....	1,836	1,658	1,466	2,467	2,314	2,058	666	646	884			
Annual Total .....	17,706	15,082	16,135	29,425	28,305	27,192	5,388	6,354	6,643			
Drug Stores				Jewellery Stores				Miscellaneous				
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	1,428	1,388	1,390	408	366	301	7,988	4,863	6,280			
February .....	1,273	1,288	1,303	283	313	320	7,159	5,968	5,088			
March .....	1,340	1,335	1,424	449	546	370	9,246	6,580	6,238			
April .....	1,371	1,460	1,470	364	323	351	19,268	13,536	9,699			
May .....	1,290	1,358	1,363	447	567	400	19,081	13,350	10,904			
June .....	1,348	1,327	1,436	488	413	476	14,283	10,005	11,232			
July .....	1,379	1,460	1,391	396	380	392	15,955	11,642	10,715			
August .....	1,448	1,425	1,537	396	322	446	25,280	13,122	15,974			
September .....	1,509	1,482	1,647	574	450	524	15,862	10,310	10,866			
October .....	1,661	1,528	1,586	464	380	538	16,500	9,464	9,837			
November .....	1,540	1,494	1,349	555	594	498	11,953	8,695	8,789			
December .....	2,056	2,107	2,062	1,312	1,215	1,188	11,026	7,621	8,462			
Annual Total .....	17,645	17,651	17,957	6,138	5,870	5,803	173,602	115,155	114,085			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages."



TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955 — Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
							Not available. Separately included with miscellaneous.					
January .....	66,335	61,700	68,471	10,059	10,250	10,938		4,034	4,364			
February .....	64,953	66,279	63,025	8,886	9,415	10,206		4,141	4,335			
March .....	75,024	74,282	73,414	9,241	10,170	11,230		4,401	4,635			
April .....	83,511	79,692	86,754	9,571	11,021	12,338		4,861	5,022			
May .....	88,579	83,855	89,496	10,853	11,668	11,825		4,631	4,512			
June .....	86,225	81,878	94,973	10,899	11,937	12,459		4,708	4,988			
July .....	86,198	85,057	88,736	10,757	12,402	12,676		4,874	5,092			
August .....	86,117	81,356	93,248	10,481	11,396	12,268		4,543	5,040			
September .....	84,168	81,290	91,787	10,406	12,064	12,465		4,331	4,954			
October .....	91,149	82,970	92,178	11,992	13,028	12,563		4,924	5,531			
November .....	82,799	84,267	88,143	10,081	12,007	11,842		4,793	5,004			
December .....	92,436	101,003	104,770	12,150	14,397	14,852		9,298	9,687			
Annual Total .....	987,495	963,630	1,034,995	125,376	139,756	145,662		59,538	63,163			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	4,205	4,041	3,807	7,100	6,866	7,504	664	603	711			
February .....	3,866	3,809	3,604	6,576	6,872	6,762	697	718	695			
March .....	4,239	4,103	4,039	7,891	7,662	8,137	818	802	795			
April .....	4,446	4,484	4,327	7,934	8,387	8,437	956	1,015	1,111			
May .....	5,187	4,856	4,342	8,338	8,238	8,551	860	949	960			
June .....	5,041	4,883	4,782	7,730	7,552	8,383	943	958	1,100			
July .....	5,229	5,239	4,559	6,988	7,184	7,694	1,014	1,044	1,144			
August .....	4,935	4,444	4,414	7,429	7,481	8,416	874	911	1,038			
September .....	5,119	4,621	4,711	8,267	8,382	10,654	888	851	1,099			
October .....	5,886	4,909	4,644	10,161	9,206	10,669	1,071	1,045	1,193			
November .....	5,028	4,947	4,502	10,967	10,824	12,816	1,169	1,181	1,351			
December .....	6,163	5,815	5,719	13,290	14,393	15,919	2,323	2,488	2,646			
Annual Total .....	59,342	56,151	53,451	102,670	103,046	113,942	12,277	12,564	13,842			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	12,613	9,601	12,676	3,509	4,164	4,371	1,391	1,294	1,592	854	850	871
February .....	14,930	14,032	11,944	4,082	5,427	3,823	942	918	992	682	672	617
March .....	19,062	17,792	15,696	4,100	5,076	4,649	974	892	1,206	869	749	751
April .....	22,058	17,486	20,400	5,234	5,775	5,237	1,255	1,243	1,772	900	937	1,070
May .....	22,195	17,712	22,433	4,527	5,260	5,913	1,300	1,147	1,552	1,126	1,038	894
June .....	21,647	17,022	24,021	4,914	5,605	5,801	1,282	1,282	1,736	979	941	995
July .....	20,071	15,946	18,908	5,877	6,709	6,264	1,123	1,112	1,504	948	878	924
August .....	16,922	15,372	20,307	5,796	5,855	6,109	1,125	1,057	1,313	872	829	949
September .....	16,363	14,735	17,862	4,290	4,523	5,729	1,142	1,022	1,656	1,016	884	992
October .....	16,582	13,631	17,226	5,308	5,372	5,673	1,660	1,423	1,985	1,304	1,090	1,148
November .....	15,414	14,409	14,926	3,653	4,233	5,735	1,667	1,611	2,158	1,251	1,136	1,179
December .....	13,502	14,284	13,514	4,289	4,824	5,150	2,637	2,707	2,923	1,696	1,673	1,690
Annual Total .....	211,358	182,023	209,914	55,579	62,823	64,454	16,498	15,708	20,391	12,496	11,676	12,080

**TABLE 5. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1953, 1954 and 1955 — Continued**  
(in thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	1,405	1,430	1,416	374	337	426	1,452	1,340	1,628	3,064	2,550	2,859
February .....	964	1,135	1,087	276	312	300	1,363	1,380	1,559	3,552	2,865	2,669
March .....	1,353	1,244	1,327	382	372	379	1,774	1,830	1,604	3,740	3,169	2,558
April .....	1,420	1,519	1,839	478	483	599	2,142	1,934	2,085	4,083	3,512	3,234
May .....	1,820	1,929	1,626	522	511	538	2,620	2,644	2,344	4,639	3,873	4,231
June .....	1,556	1,630	1,825	514	490	579	2,598	2,378	2,601	6,070	4,967	5,586
July .....	1,748	2,013	1,558	457	457	502	2,298	2,228	2,270	5,912	5,466	5,496
August .....	1,444	1,569	1,440	398	373	508	2,521	2,215	2,423	6,213	6,275	6,752
September .....	1,505	1,638	1,538	392	379	531	2,723	2,435	2,466	6,212	5,394	6,265
October .....	2,442	2,183	1,714	501	445	559	2,925	2,474	2,580	6,365	5,639	6,220
November .....	1,559	1,803	1,522	477	447	521	2,445	2,413	2,403	5,786	5,436	5,101
December .....	2,320	2,644	2,572	531	537	607	3,435	3,301	3,188	4,090	4,005	3,368
<b>Annual Total .....</b>	<b>19,537</b>	<b>20,737</b>	<b>19,465</b>	<b>5,300</b>	<b>5,144</b>	<b>6,047</b>	<b>28,296</b>	<b>26,570</b>	<b>27,151</b>	<b>59,726</b>	<b>53,152</b>	<b>54,339</b>
Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers						
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	2,408	2,466	3,226	2,669	2,374	2,935	174			130		68
February .....	2,254	2,512	3,304	2,537	2,435	2,578	51			44		48
March .....	2,307	2,457	3,186	2,758	2,535	2,956	41			46		63
April .....	2,322	2,339	3,240	2,971	2,718	3,158	28			51		25
May .....	2,621	2,882	2,963	3,757	3,563	2,988	32			31		35
June .....	2,240	2,519	2,981	3,279	2,974	3,081	19			21		47
July .....	1,845	2,276	3,123	3,992	3,681	3,434	24			10		35
August .....	1,997	2,065	3,418	3,953	3,704	3,226	13			13		41
September .....	2,275	2,478	3,471	3,787	3,386	3,043	30			21		49
October .....	3,234	3,945	3,985	3,366	2,956	3,111	54			36		75
November .....	3,199	3,411	3,954	3,297	3,009	2,880	66			73		94
December .....	3,015	3,091	4,754	3,109	2,982	2,973	61			47		88
<b>Annual Total .....</b>	<b>29,718</b>	<b>32,440</b>	<b>41,605</b>	<b>39,474</b>	<b>36,319</b>	<b>36,364</b>	<b>594</b>			<b>523</b>		<b>668</b>
Drug Stores			Jewellery Stores			Miscellaneous						
	1953	1954	1955	1953	1954	1955	1953 <sup>1</sup>	1954	1955			
January .....	1,786	1,780	1,760	537	372	383	12,069	7,216		6,936		
February .....	1,647	1,625	1,658	403	299	362	11,248	7,668		6,484		
March .....	1,680	1,718	1,867	440	350	369	13,357	8,914		7,966		
April .....	1,597	1,682	1,905	466	351	390	15,650	9,894		10,561		
May .....	1,719	1,762	1,764	560	408	438	15,906	10,753		11,587		
June .....	1,635	1,737	1,874	577	433	465	14,302	9,840		11,670		
July .....	1,595	1,683	1,845	566	412	427	15,753	11,444		11,281		
August .....	1,575	1,566	1,799	589	434	483	18,979	11,253		13,303		
September .....	1,706	1,708	1,892	505	443	446	17,543	11,995		11,964		
October .....	1,953	1,776	2,025	611	423	458	15,735	8,466		10,819		
November .....	1,653	1,665	1,720	619	497	541	14,467	10,372		9,894		
December .....	2,478	2,580	2,744	1,664	1,449	1,452	15,683	10,488		10,924		
<b>Annual Total .....</b>	<b>21,022</b>	<b>21,282</b>	<b>22,854</b>	<b>7,536</b>	<b>5,873</b>	<b>6,214</b>	<b>180,692</b>	<b>118,304</b>		<b>123,300</b>		

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages".

TABLE 5. British Columbia - Estimated Retail Trade - by Kinds of Business and Months, 1953, 1954 and 1955 - Continued  
(in thousands of dollars)

	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	88,108	80,046	94,559	16,677	15,914	16,185	Not available. Separately included with miscellaneous.	7,328	7,456			
February .....	86,431	83,297	91,637	14,915	14,834	15,931		7,617	7,424			
March .....	97,732	113,082	106,994	15,900	15,976	17,552		8,338	8,060			
April .....	103,205	99,099	115,887	16,884	17,166	18,442		8,566	8,891			
May .....	107,838	104,017	118,682	17,276	16,565	17,695		8,884	8,348			
June .....	107,258	108,740	128,724	16,949	17,282	19,054		8,972	9,107			
July .....	108,349	109,892	121,345	17,432	18,335	19,982		9,616	9,441			
August .....	104,086	105,508	125,783	15,797	16,408	18,530		8,922	9,469			
September .....	100,248	103,812	123,562	15,378	16,347	18,541		8,535	9,279			
October .....	107,454	107,501	118,868	17,177	17,980	18,573		8,927	9,401			
November .....	99,286	101,830	116,859	15,180	16,448	17,581		8,124	9,011			
December .....	118,378	132,676	148,738	17,976	18,474	22,255		14,888	16,362			
Annual Total .....	1,228,373	1,249,499	1,411,640	197,540	201,729	220,320		108,718	112,248			
	General Stores			Department Stores			Variety Stores					
	1953	1954	1955	1953	1954	1955	1953	1954	1955			
January .....	3,257	3,105	3,398	10,256	9,538	11,360	714	689	772			
February .....	3,257	3,179	3,305	10,020	10,711	11,621	758	800	790			
March .....	3,536	3,652	3,665	11,570	13,803	13,278	875	836	849			
April .....	3,592	3,710	4,198	11,587	12,827	13,878	967	1,045	1,134			
May .....	3,936	4,084	4,336	12,716	13,822	14,513	1,008	1,002	991			
June .....	4,111	4,210	4,455	11,923	13,318	14,610	970	974	1,055			
July .....	5,015	5,158	4,550	11,190	13,182	13,354	1,062	1,080	1,101			
August .....	4,774	4,590	4,438	12,334	14,110	15,182	1,025	1,030	1,098			
September .....	4,318	4,408	4,527	13,125	14,372	16,973	985	1,003	1,120			
October .....	4,034	4,029	4,547	14,782	16,615	17,363	1,071	1,086	1,124			
November .....	4,145	4,326	4,491	15,952	17,675	20,149	1,096	1,143	1,199			
December .....	4,494	4,807	5,607	21,079	23,988	26,938	2,467	2,473	2,598			
Annual Total .....	48,467	49,259	51,517	156,533	173,960	189,220	12,998	13,159	13,831			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	16,772	12,483	17,838	2,808	3,298	4,769	1,367	1,382	1,806	914	853	797
February .....	20,167	17,075	19,063	2,681	2,866	4,565	1,155	1,128	1,340	551	489	479
March .....	22,211	29,811	24,438	3,766	4,677	4,903	1,295	1,508	1,279	548	591	547
April .....	24,496	18,384	27,810	3,353	4,057	5,219	1,445	1,421	1,551	1,098	1,081	810
May .....	23,557	21,147	29,721	4,104	4,912	5,464	1,664	1,552	1,477	857	804	731
June .....	25,333	24,758	34,329	4,093	4,763	5,860	1,539	1,434	1,637	918	827	804
July .....	24,207	22,183	28,200	4,877	5,694	6,275	1,649	1,657	1,703	961	945	880
August .....	21,300	19,679	30,249	4,384	5,211	6,292	1,464	1,446	1,499	968	954	1,001
September .....	18,657	19,069	25,932	4,162	4,972	5,888	1,654	1,680	1,686	896	858	970
October .....	21,136	17,706	21,989	4,058	5,108	5,754	2,004	2,001	1,812	912	826	1,010
November .....	18,668	16,854	20,518	3,759	4,455	6,019	1,787	1,817	2,099	830	897	993
December .....	15,741	17,930	21,100	3,806	4,747	5,968	2,811	2,885	3,371	1,446	1,408	1,562
Annual Total .....	252,245	237,079	301,186	45,850	54,760	66,977	19,834	19,910	21,261	10,902	10,532	10,583



**TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1953, 1954 and 1955 — Concluded**  
(In thousands of dollars)

	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	1,970	1,803	1,972	868	869	900	1,180	835	1,147	2,168	1,831	2,659
February .....	1,569	1,496	1,450	622	644	562	1,365	1,051	1,214	1,990	1,884	2,631
March .....	2,059	2,134	1,952	742	872	669	1,484	1,552	1,381	2,576	3,330	3,140
April .....	2,141	2,060	2,315	876	1,050	940	1,609	1,425	1,556	3,020	3,058	3,490
May .....	2,379	2,291	2,183	1,078	1,085	872	1,948	1,607	1,615	3,455	3,202	3,954
June .....	1,885	1,945	2,012	938	951	929	1,808	1,572	1,950	3,498	3,545	4,196
July .....	2,062	2,310	2,009	973	997	999	1,817	1,582	1,810	3,356	3,100	3,745
August .....	1,834	1,923	1,914	968	968	876	1,691	1,556	1,831	3,321	3,287	4,455
September .....	1,936	1,959	2,422	1,018	1,104	964	2,060	1,734	1,861	3,374	2,903	4,625
October .....	2,305	2,303	2,609	1,100	1,029	914	1,871	1,706	1,920	3,166	3,260	4,218
November .....	1,970	2,050	2,315	853	862	806	1,563	1,417	1,826	2,856	2,669	3,480
December .....	3,227	3,344	3,715	1,264	1,275	1,196	2,448	2,341	2,296	2,322	2,594	2,826
<b>Annual Total .....</b>	<b>25,335</b>	<b>25,618</b>	<b>26,868</b>	<b>11,301</b>	<b>11,705</b>	<b>10,627</b>	<b>20,843</b>	<b>18,378</b>	<b>20,407</b>	<b>35,103</b>	<b>34,663</b>	<b>43,419</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	3,112	2,737	4,115	4,170	3,571	3,785	2,825	3,866	3,288			
February .....	3,172	3,481	3,622	3,884	3,467	3,354	2,079	2,717	2,873			
March .....	3,214	5,395	3,947	4,120	3,725	3,716	2,097	2,547	3,624			
April .....	3,245	3,138	3,899	4,875	4,516	4,052	1,931	2,405	2,322			
May .....	3,570	3,222	3,738	4,465	4,255	4,135	1,620	1,720	1,990			
June .....	3,602	3,494	4,114	4,631	4,330	4,274	1,608	1,778	1,871			
July .....	3,713	4,097	4,165	5,053	4,887	4,850	1,249	1,368	1,381			
August .....	3,232	3,687	4,537	6,005	5,577	4,898	1,078	1,060	1,555			
September .....	3,469	4,286	4,887	4,868	4,511	4,461	1,643	1,702	2,157			
October .....	3,684	4,499	5,054	4,688	4,376	4,107	2,137	2,236	2,597			
November .....	3,715	4,559	4,832	3,819	3,579	3,888	2,497	2,442	3,893			
December .....	4,279	5,394	6,051	4,028	3,862	4,306	2,595	2,887	4,188			
<b>Annual Total .....</b>	<b>42,008</b>	<b>47,988</b>	<b>52,961</b>	<b>54,607</b>	<b>50,656</b>	<b>49,824</b>	<b>23,359</b>	<b>26,730</b>	<b>31,740</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January .....	2,297	2,274	2,450	718	620	824	16,034	7,052	9,037			
February .....	2,102	2,230	2,338	719	738	758	15,424	6,889	8,317			
March .....	2,254	2,434	2,573	813	937	857	18,672	10,965	10,566			
April .....	2,292	2,451	2,608	880	820	952	18,915	9,921	11,822			
May .....	2,295	2,402	2,507	892	874	993	21,017	10,586	13,419			
June .....	2,154	2,280	2,521	1,054	1,035	1,159	20,245	11,271	14,787			
July .....	2,251	2,421	2,516	999	1,001	1,073	20,482	10,277	13,311			
August .....	2,205	2,353	2,554	1,060	1,043	1,191	20,646	11,703	14,214			
September .....	2,191	2,335	2,658	966	1,081	1,186	19,549	10,953	13,424			
October .....	2,353	2,439	2,679	1,063	996	1,093	19,912	10,380	12,104			
November .....	2,131	2,292	2,502	1,168	1,080	1,242	17,295	9,142	10,016			
December .....	3,119	3,250	3,673	2,905	2,848	3,343	22,372	13,283	11,384			
<b>Annual Total .....</b>	<b>27,644</b>	<b>29,161</b>	<b>31,579</b>	<b>13,240</b>	<b>13,073</b>	<b>14,673</b>	<b>230,564</b>	<b>122,422</b>	<b>142,400</b>			

1. Not comparable with 1954 and 1955 because of the inclusion of "other food and beverages."



## Current Retail Trade Statistics

### Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specially food stores, government liquor stores, brewers' retail stores, wine stores etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed—cash and carry characteristics—popularly known as 5¢—\$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio stores include those stores selling mainly furniture or appliances and radio along with those stores selling a combination of furniture and appliances.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.





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Canada. Statistics, Bureau of



CANADA

# RETAIL TRADE

1956

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**Industry and Merchandising Division**

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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

### Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- \*B — Operating Results of Food Wholesalers, 25¢
- \*C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- \*D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
  - 2 Operating Results of Drug Wholesalers, 25¢
  - 3 Operating Results of Hardware Wholesalers, 25¢
  - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
  - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

### Part II — Retail Statistics

- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- \*H — Operating Results of Food Store Chains, 25¢
- \*I — Operating Results of Clothing Store Chains, 25¢
- \*J — 1 Operating Results of Variety Store Chains, 25¢
  - 2 Operating Results of Drug Store Chains, 25¢
  - 3 Operating Results of Furniture Store Chains, 25¢
- K — Operating Results of Independent Food Stores, 25¢
- L — Operating Results of Independent Clothing Stores, 25¢
- M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- N — Operating Results of Filling Stations and Garages, 25¢
- O — 1 Operating Results of Independent General Stores, 25¢
  - 2 Operating Results of Independent Restaurants, 25¢
  - 3 Operating Results of Independent Fuel Dealers, 25¢
  - 4 Operating Results of Independent Drug Stores, 25¢
  - 5 Operating Results of Independent Jewellery Stores, 25¢
  - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

### Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

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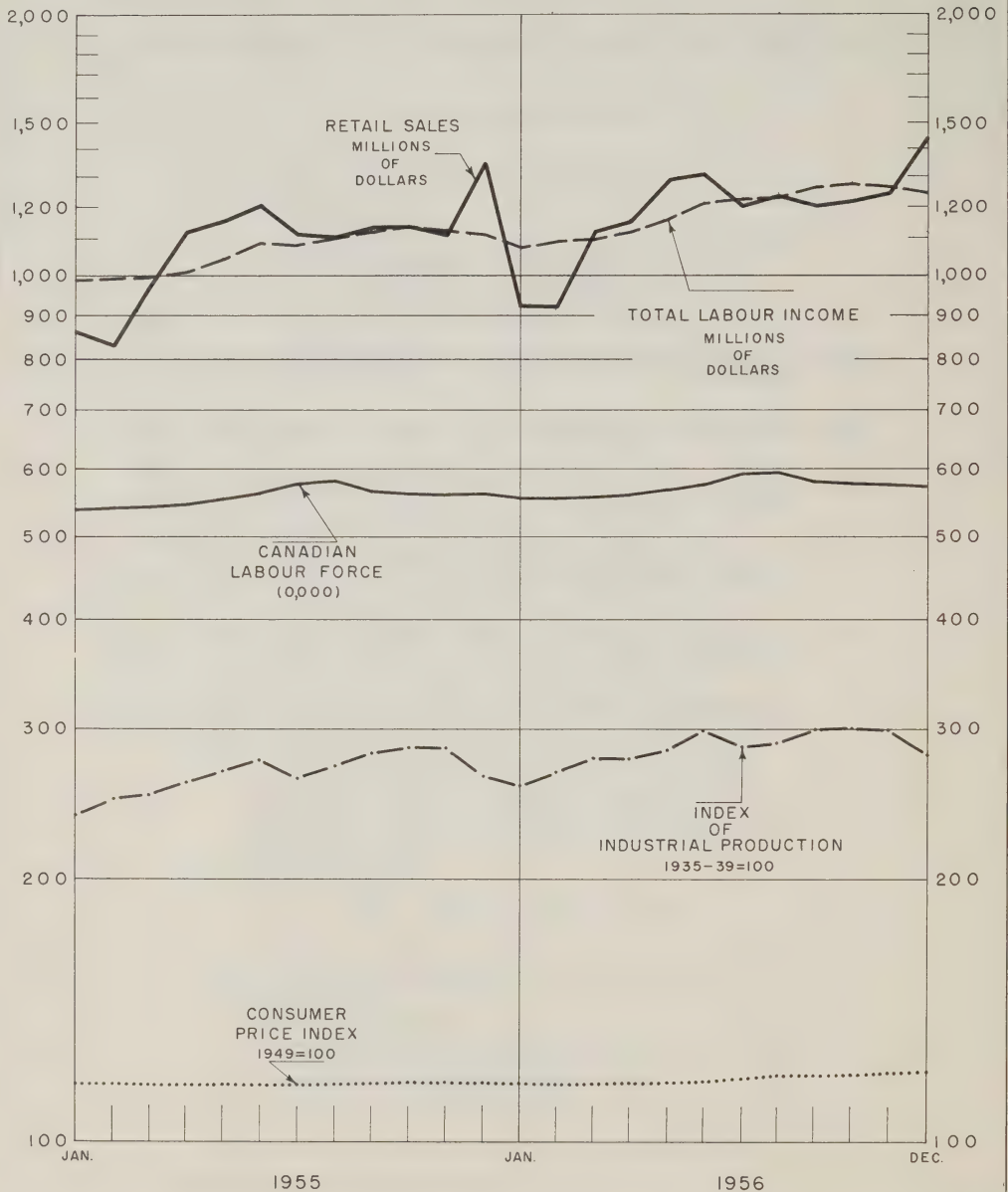
- Biennial reports — not issued for 1956.

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## CANADIAN ECONOMIC TRENDS

(Semi-logarithmic Scale)



# RETAIL TRADE

1956

During 1956 retail sales in Canada reached an all time high of \$14,297,557,000 up nearly 1.2 billion dollars or 9.0 per cent from the previous record of \$13,111,895,000 in 1955. These and other estimates contained in this bulletin are the results of a monthly survey of Canadian retail stores conducted in the Retail Trade Section of the Dominion Bureau of Statistics. These estimates are the total dollar volume and are not adjusted for price changes nor, in the monthly distributions, for seasonal variations.

All provinces registered increases in the dollar volume of sales during 1956 with some of the more notable gains occurring in the western areas. British Columbia with a gain of 12.9 per cent and Alberta 12.0 per cent showed the largest gains of all provinces. Quebec with a rise of 10.5 per cent ranked third followed by Saskatchewan 8.6 per cent, Ontario and the Atlantic Provinces 7.5 per cent each and Manitoba 4.6 per cent. This report contains estimates for Newfoundland, Yukon and Northwest Territories. Data for Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick are combined under the heading "Atlantic Provinces" while figures for the Yukon and Northwest Territories are included with British Columbia.

All eighteen of the specified kinds of business shown in this report as well as the "miscellaneous"

category registered increases in sales during 1956 as compared with 1955. Garages and filling stations up 14.4 per cent, fuel dealers 16.5 per cent, hardware stores 13.6 per cent, other food and beverage stores 10.0 per cent and women's clothing stores 9.8 per cent were some of the largest percentage increases for the year. Grocery and combination stores with a gain of 8.6 per cent, department stores 8.0 per cent and motor vehicle dealers 7.2 per cent were some of the increases in the larger trades.

These estimates are obtained from a monthly sample of approximately 9,000 independent retail stores in all trades and areas which are combined with department stores and all known retail chain stores. Annual chain store sales are compiled from an annual census of all chain stores in every trade and area. A monthly sample of chain store firms is used to pro-rate the annual chain store figures to a monthly basis.

Some retail stores, which were in operation in 1951, have since gone out of business and their premises are not now being used for business purposes. On the other hand, many new firms have come into existence since 1951 and others have changed the kind of business they operated in 1951. The 1954-1956 sales figures in this report have been adjusted for these store "births", "deaths" and "changes" since the base period of 1951.

TABLE 1. Retail Trade in Canada, 1930-1956, By Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
(in thousands of dollars)								
1930 .....	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931 .....	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932 .....	1,908,301	140,276	461,874	783,373	130,562	111,598	115,278	165,250
1933 .....	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934 .....	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935 .....	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936 .....	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937 .....	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938 .....	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939 .....	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940 .....	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941 .....	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942 .....	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943 .....	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944 .....	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945 .....	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946 .....	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947 .....	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948 .....	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949 .....	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950 .....	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951 .....	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952 .....	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953 .....	12,128,034	1,017,854	2,756,136	4,615,976	677,161	845,038	987,495	1,228,373
1954 .....	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499
1955 .....	13,111,895	1,127,112	3,005,871	5,115,239	669,254	747,985	1,034,995	1,411,640
1956 .....	14,297,557	1,211,156	3,322,150	5,498,554	700,145	812,261	1,158,960	1,594,331



## RETAIL TRADE, 1956

TRADE  
(RANKED BY SALES VOLUME)

SALES BY TRADES

% CHANGE  
FROM 1955

GROCERY &amp; COMBINATION

MOTOR VEHICLE DEALERS

DEPARTMENT

OTHER FOOD &amp; BEVERAGES

GARAGES &amp; FILLING STATIONS

FURNITURE, APPLIANCE  
& RADIO DEALERS

GENERAL

RESTAURANTS

LUMBER & BUILDING  
MATERIAL DEALERS

DRUGS

FUEL DEALERS

HARDWARE

VARIETY

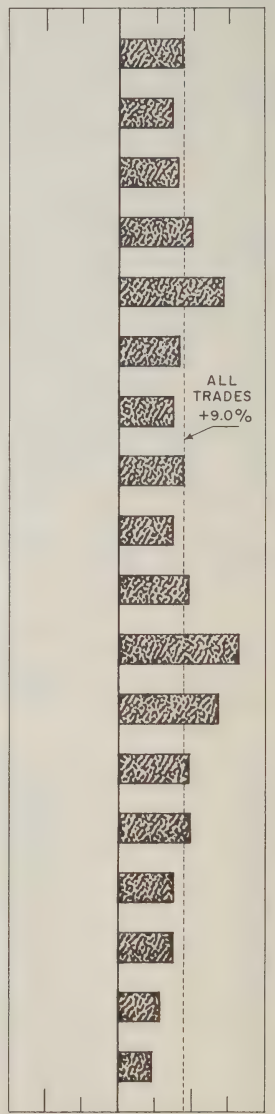
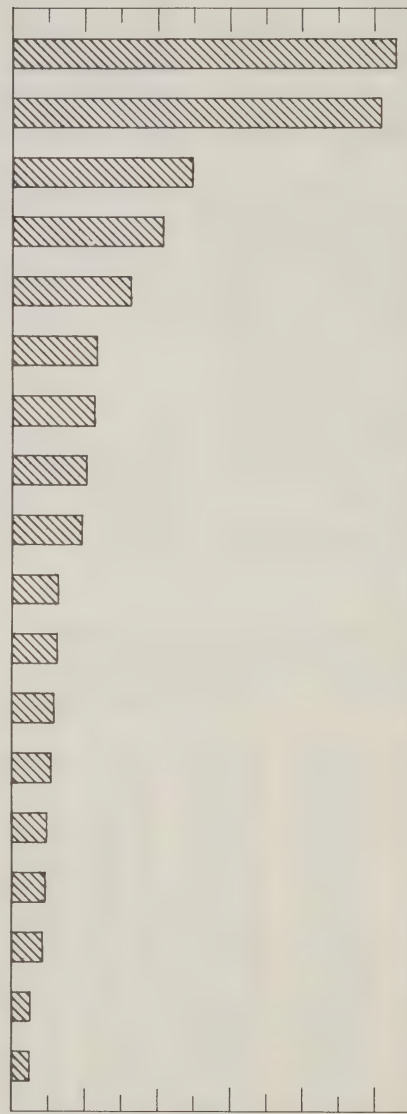
WOMEN'S CLOTHING

MEN'S CLOTHING

FAMILY CLOTHING

JEWELLERY

SHOE



MILLIONS OF DOLLARS

PERCENT

TABLE 2. Percentage of Major Trades Related to Total Volume for Specified Years

	1930	1933	1937	1941	1944	1947	1951	1954	1955	1956
<b>Total, All Trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and Combination .....	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	18.5	18.4
General .....	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.0	4.0
Department .....	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.8	8.8	8.7
Motor Vehicle .....	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	18.1	17.8
Hardware and Building Materials .....	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.4	5.4
Furniture and Household Appliances .....	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	4.1	4.1
Clothing and Shoes .....	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.8	5.7
Total, major trades .....	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	64.7	64.1
All other trades .....	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	35.3	35.9

TABLE 3. Percentage Changes in Retail Trade - 1956-55 By Provinces and Kinds of Business

	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>Total - All Trades .....</b>	<b>+ 9.0</b>	<b>+ 7.5</b>	<b>+ 10.5</b>	<b>+ 7.5</b>	<b>+ 4.6</b>	<b>+ 8.6</b>	<b>+ 12.0</b>	<b>+ 12.9</b>
Grocery and Combination Stores .....	+ 8.6	+ 5.5	+ 10.5	+ 8.6	+ 5.1	+ 4.7	+ 12.0	+ 7.5
Other Food and Beverages .....	+ 10.0	+ 5.5	+ 10.0	+ 7.9	+ 3.0	+ 0.6	+ 1.8	+ 29.5
General Stores .....	+ 7.3	+ 9.2	+ 7.3	+ 4.1	+ 3.3	+ 10.1	+ 5.8	+ 10.5
Department Stores .....	+ 8.0	+ 7.4	+ 5.2	+ 7.7	+ 4.5	+ 9.3	+ 12.1	+ 10.9
Variety Stores .....	+ 9.7	+ 10.3	+ 6.7	+ 12.2	+ 9.5	+ 8.6	+ 8.6	+ 4.5
Motor Vehicle Dealers .....	+ 7.2	+ 5.3	+ 12.5	+ 0.6	+ 1.9	+ 14.7	+ 14.3	+ 14.4
Garages and Filling Stations .....	+ 14.4	+ 18.0	+ 17.9	+ 14.0	+ 16.4	+ 1.5	+ 14.2	+ 15.0
Men's Clothing Stores .....	+ 7.4	+ 3.7	+ 6.2	+ 6.3	+ 16.6	+ 12.5	+ 11.0	+ 8.8
Family Clothing Stores .....	+ 7.4	+ 4.9	+ 10.5	+ 5.1	+ 4.6	+ 1.1	+ 13.5	+ 8.0
Women's Clothing Stores .....	+ 9.8	+ 15.5	+ 11.1	+ 9.9	+ 1.5	+ 12.4	+ 9.3	+ 6.0
Shoe Stores .....	+ 4.7	+ 1.2	+ 2.3	+ 6.6	+ 8.3	+ 12.2	+ 22.8	+ 12.4
Hardware Stores .....	+ 13.6	+ 11.4	+ 9.8	+ 5.1	+ 25.5	+ 31.0	+ 36.8	+ 6.8
Lumber and Building Material Dealers .....	+ 7.3	+ 8.5	+ 10.1	+ 8.1	+ 0.6	+ 2.7	+ 11.4	+ 6.3
Furniture, Appliance and Radio Stores .....	+ 8.1	+ 15.1	+ 15.0	+ 8.0	+ 2.1	+ 6.6	+ 3.4	+ 1.7
Restaurants .....	+ 8.7	+ 4.1	+ 5.7	+ 10.0	+ 2.8	+ 4.3	+ 14.1	+ 14.5
Fuel Dealers .....	+ 16.5	+ 8.3	+ 18.9	+ 19.9	+ 6.8	+ 0.7	+ 17.6	+ 6.5
Drug Stores .....	+ 9.6	+ 6.8	+ 11.6	+ 8.8	+ 4.2	+ 7.8	+ 11.6	+ 13.1
Jewellery Stores .....	+ 5.6	+ 2.2	+ 6.7	+ 4.0	+ 9.5	+ 16.9	+ 19.6	+ 8.0
Miscellaneous .....	+ 10.5	+ 7.8	+ 10.5	+ 9.0	+ 6.9	+ 7.4	+ 14.0	+ 20.7

**TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1956**  
(in thousands of dollars)

No.		All Stores	Chain Stores	Independent Stores
		Canada		
1	Total, all Trades .....	14, 297, 557	2, 647, 053	11, 650, 502
2	Grocery & Combination Stores .....	2, 638, 978	1, 096, 330	1, 542, 648
3	Other Food and Beverages .....	1, 044, 087	552, 690	491, 397
4	General Stores .....	568, 357	41, 144	527, 213
5	Department Stores .....	1, 242, 231	—	1, 242, 231
6	Variety Stores .....	274, 458	229, 307	45, 151
7	Motor Vehicle Dealers .....	2, 541, 712	21, 425	2, 520, 287
8	Garages & Filling Stations .....	821, 564	4, 775	816, 789
9	Men's Clothing Stores .....	230, 076	28, 866	201, 209
10	Family Clothing Stores .....	214, 762	36, 347	178, 415
11	Women's Clothing Stores .....	247, 304	67, 269	180, 035
12	Shoe Stores .....	129, 065	53, 433	75, 632
13	Hardware Stores .....	290, 741	37, 019	253, 722
14	Lumber & Building Material Dealers .....	483, 488	99, 862	383, 626
15	Furniture, Appliance & Radio Dealers .....	584, 272	132, 412	451, 860
16	Restaurants .....	508, 248	36, 374	471, 874
17	Fuel Dealers .....	312, 070	3, 602	308, 469
18	Drug Stores .....	329, 028	41, 299	287, 730
19	Jewellery Stores .....	130, 639	46, 301	84, 338
20	Miscellaneous .....	1, 706, 474	118, 600	1, 587, 875
		Manitoba		
1	Total, All Trades .....	700, 145	100, 591	599, 554
2	Grocery & Combination Stores .....	113, 337	42, 273	71, 064
3	Other Food and Beverages .....	32, 370	20, 474	11, 896
4	General Stores .....	47, 335	1	1
5	Department Stores .....	107, 613	—	107, 613
6	Variety Stores .....	6, 598	6, 341	25
7	Motor Vehicle Dealers .....	107, 626	—	107, 626
8	Garages & Filling Stations .....	29, 417	1	1
9	Men's Clothing Stores .....	7, 645	1	1
10	Family Clothing Stores .....	8, 013	1	1
11	Women's Clothing Stores .....	5, 776	2, 066	3, 710
12	Shoe Stores .....	3, 015	809	2, 206
13	Hardware Stores .....	18, 394	1	1
14	Lumber & Building Material Dealers .....	43, 015	9, 376	33, 639
15	Furniture, Appliance & Radio Dealers .....	20, 653	3, 060	17, 593
16	Restaurants .....	25, 432	2, 113	23, 319
17	Fuel Dealers .....	7, 813	—	7, 813
18	Drug Stores .....	16, 763	1	1
19	Jewellery Stores .....	5, 654	1	1
20	Miscellaneous .....	93, 677	4, 201	89, 476

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.

1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

**TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1956**  
(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	
Atlantic Provinces			Quebec			Ontario			No.
1,211,156	185,213	1,025,943	3,322,150	540,628	2,781,522	5,498,554	1,230,388	4,268,167	1
247,565	48,926	198,639	748,536	232,050	516,486	1,025,575	585,135	440,440	2
90,900	1	1	273,226	87,654	185,572	405,630	240,034	165,597	3
124,186	11,587	112,600	97,432	7,517	89,915	108,043	5,446	102,597	4
100,312	—	100,312	220,470	—	220,470	413,357	—	413,357	5
27,758	24,975	2,784	73,040	59,471	13,570	128,102	107,396	20,705	6
213,434	1	1	523,617	—	523,617	943,884	1	1	7
62,816	1	1	173,714	1,210	172,504	357,319	1	1	8
12,193	1	1	62,441	5,712	56,730	94,004	18,159	75,845	9
30,904	1	1	77,440	18,235	59,205	64,027	10,631	53,395	10
14,814	2,192	12,623	64,922	16,483	48,439	104,441	34,272	70,169	11
9,860	1	1	33,073	14,913	18,160	60,520	28,930	31,590	12
21,936	1	1	56,228	1	1	104,544	8,345	96,199	13
17,649	—	17,649	91,537	1	1	174,992	22,838	152,154	14
45,270	8,344	36,926	162,287	41,048	121,238	246,597	57,628	188,969	15
23,718	756	22,963	127,168	8,762	118,406	205,028	14,023	191,004	16
17,836	—	17,836	85,044	—	85,044	160,102	1	1	17
22,512	2,221	20,291	66,247	5,420	60,827	142,927	19,196	123,731	18
9,464	2,753	6,710	27,410	8,051	19,359	58,048	21,652	36,396	19
118,027	4,448	113,578	358,318	22,762	335,556	701,415	51,072	650,344	20
Saskatchewan			Alberta			British Columbia			
812,261	111,353	700,908	1,158,960	182,111	976,849	1,594,331	296,771	1,297,560	1
104,043	28,709	75,334	163,084	62,940	100,143	236,839	96,296	140,543	2
32,316	19,160	13,156	64,282	38,605	25,678	145,364	93,162	52,201	3
77,917	1	1	56,534	1	1	56,911	9,494	47,417	4
62,934	—	62,934	127,758	—	127,758	209,788	—	209,788	5
9,477	8,126	1,351	15,034	12,369	2,665	14,448	10,630	3,819	6
168,508	—	168,508	239,954	—	239,954	344,690	—	344,690	7
47,708	1	1	73,595	1	1	76,994	1	1	8
8,029	1	1	22,633	1	1	23,131	1	1	9
9,233	1	1	13,711	2,136	11,575	11,434	1	1	10
7,602	2,144	5,459	21,269	2,954	18,315	28,479	7,159	21,320	11
3,228	895	2,333	7,426	2,541	4,885	11,943	3,150	8,793	12
30,703	1	1	37,147	1	1	21,789	1	1	13
49,610	27,362	22,248	60,532	30,529	30,003	46,152	5,426	40,726	14
17,204	4,580	12,624	40,182	5,198	34,984	52,078	12,553	39,525	15
28,362	510	27,852	41,478	1,770	39,708	57,063	8,441	48,622	16
6,692	—	6,692	786	—	786	33,797	1	1	17
19,352	1	1	25,499	3,317	22,183	35,729	8,961	26,768	18
6,782	2,325	4,456	7,432	3,973	3,459	15,849	5,724	10,125	19
122,561	3,883	118,677	140,624	5,231	135,393	171,852	27,002	144,851	20

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.

1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.



**TABLE 5. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1954, 1955 and 1956**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	801,990	863,066	923,914	177,539	182,429	190,258	62,147	63,157	66,860			
February .....	804,340	831,612	922,604	167,382	178,588	193,106	64,373	63,458	69,520			
March .....	942,974	968,125	1,122,281	176,140	194,577	224,574	67,127	67,727	83,217			
April .....	1,029,461	1,127,843	1,158,780	186,148	208,501	203,225	73,636	77,428	74,599			
May .....	1,070,721	1,156,197	1,292,514	194,214	197,175	218,402	74,977	73,857	82,636			
June .....	1,064,605	1,200,178	1,318,056	193,011	207,892	238,288	77,721	80,066	90,405			
July .....	1,063,829	1,112,753	1,201,738	208,059	208,333	217,736	84,226	82,640	86,695			
August .....	994,003	1,107,287	1,239,329	184,508	195,230	221,410	76,456	80,512	91,216			
September .....	1,011,201	1,132,512	1,200,783	189,091	205,171	223,042	75,600	79,191	85,826			
October .....	1,020,037	1,137,026	1,227,420	199,692	208,295	223,233	77,596	80,610	87,927			
November .....	1,013,678	1,118,701	1,246,475	184,916	197,892	225,959	72,474	75,937	87,911			
December .....	1,248,920	1,356,596	1,443,664	218,703	245,498	259,745	117,729	124,987	137,277			
Annual Total ....	12,065,758	13,111,895	14,297,557	2,279,402	2,429,581	2,638,978	924,062	949,570	1,044,087			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	34,481	34,189	35,117	62,572	68,996	74,188	11,988	12,858	14,005			
February .....	32,845	32,177	34,725	65,958	67,770	75,061	12,782	13,194	14,318			
March .....	36,719	35,705	40,095	80,393	81,722	93,454	14,674	15,179	20,748			
April .....	40,288	41,754	40,149	86,679	90,203	94,829	19,306	21,434	19,046			
May .....	46,522	45,898	50,130	84,654	93,071	102,829	19,020	19,425	21,038			
June .....	45,548	46,879	52,121	84,288	90,360	99,529	19,399	20,365	23,970			
July .....	50,495	47,302	49,687	67,355	71,356	78,795	19,222	19,390	20,814			
August .....	46,055	46,708	51,637	73,698	81,282	91,605	16,758	18,160	21,277			
September .....	44,217	48,035	50,883	89,120	102,275	106,525	18,076	20,633	22,072			
October .....	44,872	48,575	52,302	96,333	107,331	115,830	19,932	21,820	22,638			
November .....	42,560	46,607	51,619	118,603	133,020	140,198	20,904	22,885	25,860			
December .....	50,379	55,928	59,893	152,022	163,068	169,388	41,533	44,884	48,671			
Annual Total ....	514,959	529,757	568,357	1,061,676	1,150,456	1,242,231	233,593	250,228	274,458			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	112,593	130,327	138,424	43,537	51,218	58,728	14,533	16,607	16,909	11,953	12,834	12,730
February .....	141,361	140,762	157,408	40,769	47,459	56,409	12,332	11,884	13,114	10,067	9,596	9,793
March .....	199,479	191,271	209,623	44,785	52,113	62,632	14,623	13,760	17,121	12,873	12,318	16,424
April .....	218,129	249,408	268,026	52,165	57,298	63,333	17,812	18,984	16,553	17,166	18,439	16,212
May .....	219,318	269,172	292,939	58,362	63,043	74,368	16,761	15,994	17,408	15,835	15,498	16,838
June .....	211,671	273,637	274,500	58,013	64,627	75,053	17,206	17,925	20,779	16,362	16,433	19,185
July .....	201,089	224,526	246,426	63,547	67,545	75,340	14,961	15,002	15,298	15,466	14,313	14,581
August .....	166,784	213,967	229,834	59,689	66,394	76,424	13,608	13,793	15,918	12,860	13,724	15,998
September .....	160,684	191,487	192,095	55,134	62,369	69,222	14,593	16,326	17,850	14,693	16,776	18,361
October .....	136,876	177,286	185,277	56,703	63,287	72,079	18,386	19,321	20,297	17,311	19,720	20,271
November .....	130,920	158,551	178,423	49,945	61,462	71,181	20,349	21,907	24,645	18,196	20,278	23,257
December .....	129,849	149,665	168,739	49,602	61,063	66,795	32,023	32,761	34,183	28,548	29,967	31,111
Annual Total ....	2,028,751	2,370,062	2,541,712	632,252	717,878	821,564	207,186	214,264	230,076	191,332	199,897	214,762

**TABLE 5. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January.....	15,105	15,186	16,098	7,607	8,244	8,091	13,250	13,807	15,165	20,923	22,968	25,949
February.....	14,448	12,032	12,884	6,387	6,146	6,186	12,504	13,174	15,185	21,399	21,190	25,421
March.....	16,215	15,150	19,998	7,526	7,575	9,854	16,467	15,238	18,511	25,782	25,318	28,224
April.....	20,111	21,603	19,741	11,385	12,060	10,141	19,117	19,822	20,966	27,631	28,394	33,846
May.....	19,728	19,441	21,445	11,128	10,894	11,322	24,708	23,435	26,488	35,871	41,724	47,257
June.....	19,419	19,786	22,102	11,819	11,840	13,401	24,161	24,660	28,598	40,548	48,039	50,625
July.....	18,123	16,881	17,905	9,840	10,020	10,333	23,105	22,553	25,867	42,404	45,104	50,258
August.....	15,011	15,108	17,496	8,393	8,819	10,221	20,550	22,891	27,109	45,499	51,305	53,946
September.....	17,237	19,263	21,036	10,310	11,037	11,310	22,322	24,267	26,795	40,617	49,878	46,872
October.....	18,820	20,277	22,657	10,123	10,396	10,242	22,745	24,291	27,169	39,744	47,264	49,641
November.....	18,082	19,504	22,737	10,458	10,849	12,493	20,270	22,728	26,689	37,266	40,813	43,027
December.....	29,063	30,937	33,206	15,733	15,335	15,469	27,303	29,160	32,199	28,491	28,664	28,421
<b>Annual Total ....</b>	<b>221,364</b>	<b>225,168</b>	<b>247,304</b>	<b>120,708</b>	<b>123,216</b>	<b>129,065</b>	<b>246,503</b>	<b>256,027</b>	<b>290,741</b>	<b>406,174</b>	<b>450,661</b>	<b>483,488</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January.....	35,315	38,237	42,860	32,216	34,905	36,933	31,858	33,304	40,567			
February.....	34,090	35,277	38,350	32,105	32,164	35,388	24,462	30,149	36,188			
March.....	41,418	39,097	43,140	33,932	35,351	39,048	24,237	30,087	36,019			
April.....	38,476	42,084	44,608	36,875	38,211	40,238	16,199	16,325	23,305			
May.....	38,925	42,976	48,220	39,753	39,541	43,318	12,574	11,687	18,490			
June.....	39,936	43,031	49,800	38,145	40,289	44,921	13,595	11,411	13,770			
July.....	38,904	41,984	45,074	42,282	43,336	46,753	12,081	9,873	12,799			
August.....	36,519	45,795	48,245	44,196	43,833	48,080	14,511	12,268	15,741			
September.....	41,508	51,427	53,076	39,984	41,943	44,984	21,977	18,552	23,272			
October.....	43,643	52,524	56,629	40,026	41,166	44,346	23,041	22,157	25,013			
November.....	43,724	50,235	54,363	37,293	37,491	41,909	24,643	31,215	30,064			
December.....	53,333	57,881	59,908	35,746	39,383	42,330	30,670	40,916	36,842			
<b>Annual Total ....</b>	<b>485,790</b>	<b>540,546</b>	<b>584,272</b>	<b>452,554</b>	<b>467,611</b>	<b>508,248</b>	<b>249,846</b>	<b>267,945</b>	<b>312,070</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January.....	22,255	23,714	25,229	6,907	6,909	7,015	85,211	93,176	98,789			
February.....	21,679	22,286	24,771	6,695	6,466	7,012	82,703	87,839	97,766			
March.....	22,385	24,044	27,482	7,471	7,148	8,389	100,729	104,744	123,725			
April.....	23,274	24,857	25,431	7,614	8,113	8,189	117,470	132,925	136,344			
May.....	22,731	24,017	26,582	8,353	8,545	9,630	127,286	140,806	163,173			
June.....	22,799	24,302	27,134	8,548	10,243	10,199	122,416	148,393	163,675			
July.....	22,214	24,378	26,385	8,136	8,366	8,523	122,322	139,851	152,469			
August.....	22,842	24,331	26,930	9,041	8,719	9,447	127,024	144,448	166,796			
September.....	22,846	25,077	26,963	8,806	9,717	9,882	124,389	139,087	150,716			
October.....	23,665	25,564	28,258	9,073	9,721	10,076	121,456	137,422	153,536			
November.....	22,512	23,821	26,741	10,547	11,556	12,641	130,015	131,948	146,757			
December.....	32,608	33,951	37,123	24,581	28,198	29,634	151,006	144,349	152,728			
<b>Annual Total ....</b>	<b>281,810</b>	<b>300,341</b>	<b>329,028</b>	<b>115,770</b>	<b>123,702</b>	<b>130,639</b>	<b>1,412,026</b>	<b>1,544,987</b>	<b>1,706,474</b>			

**TABLE 5. Atlantic Provinces — Estimated Retail Trade—by Kinds of Business and Months, 1954, 1955 and 1956—Continued**  
(in thousands of dollars)

Month	Total all Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	65,988	70,414	73,530	17,044	17,170	17,114	4,948	5,729	5,828			
February .....	65,332	68,964	75,186	17,042	17,547	18,278	5,515	5,669	5,981			
March .....	79,310	83,227	91,936	17,311	18,460	20,362	5,629	6,178	6,937			
April .....	88,353	96,688	97,141	19,231	20,137	19,145	6,134	6,987	6,476			
May .....	94,655	99,982	112,643	18,726	18,905	20,250	6,033	6,701	7,122			
June .....	92,944	103,352	113,586	17,845	19,658	21,905	6,745	7,357	8,226			
July .....	92,060	101,837	108,239	19,777	22,255	22,896	7,687	8,005	8,285			
August .....	85,880	97,887	107,352	17,468	18,934	21,395	7,250	8,321	9,080			
September .....	84,392	95,168	99,707	18,231	19,920	20,974	6,821	7,341	7,607			
October .....	84,744	95,836	102,319	18,623	19,391	20,603	6,429	6,919	7,554			
November .....	84,199	93,863	105,284	17,489	18,347	20,524	6,010	6,504	7,492			
December .....	107,363	119,893	124,233	21,164	23,842	23,615	9,212	10,470	10,312			
Annual Total .....	1,025,222	1,127,112	1,211,156	218,999	234,567	247,565	78,414	86,181	90,900			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	7,692	7,258	7,224	4,298	5,000	5,385	1,022	1,098	1,189			
February .....	6,893	6,858	7,354	4,501	5,005	5,751	1,197	1,231	1,318			
March .....	8,019	7,994	8,715	6,583	6,925	7,472	1,404	1,464	1,905			
April .....	8,787	9,163	8,921	7,454	7,335	7,701	1,832	2,093	1,916			
May .....	10,255	9,566	10,907	7,462	8,223	9,399	1,934	1,867	2,031			
June .....	9,590	10,050	11,504	7,250	7,772	8,479	1,908	1,965	2,306			
July .....	10,405	10,382	10,923	5,594	5,779	6,547	1,973	2,034	2,162			
August .....	9,210	9,728	11,124	5,972	6,778	7,348	1,762	1,914	2,182			
September .....	9,322	9,804	10,938	6,477	7,636	7,614	1,862	2,101	2,264			
October .....	9,521	10,061	11,019	7,509	8,313	9,160	2,056	2,172	2,303			
November .....	8,994	9,838	11,525	10,012	10,914	11,547	2,370	2,550	2,888			
December .....	10,332	12,980	14,033	12,865	13,689	13,908	4,548	4,686	5,292			
Annual Total .....	108,991	113,683	124,186	85,969	93,369	100,312	23,867	25,177	27,758			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	8,965	9,618	10,157	3,150	3,514	4,193	805	813	791	1,734	1,753	1,645
February .....	10,744	10,640	11,160	2,474	3,217	3,845	645	695	755	1,465	1,485	1,384
March .....	16,617	17,031	15,931	3,507	3,628	4,691	764	766	860	1,922	1,804	2,201
April .....	19,586	21,508	23,383	3,364	4,044	4,719	975	1,045	858	2,422	2,426	2,220
May .....	20,183	24,009	28,559	4,360	4,706	5,569	1,005	891	866	2,425	2,360	2,512
June .....	19,153	24,133	24,990	4,640	4,718	5,565	1,076	1,012	1,111	2,616	2,627	2,931
July .....	16,856	20,692	22,422	5,423	5,151	6,000	882	835	942	2,308	2,179	2,155
August .....	14,681	19,544	20,057	4,561	5,303	5,939	693	796	902	2,068	2,037	2,284
September .....	12,746	16,158	16,047	5,313	4,553	5,305	884	876	906	2,306	2,310	2,466
October .....	10,983	15,332	14,919	4,165	4,897	5,499	930	926	974	2,673	2,626	2,719
November .....	10,626	13,084	14,044	3,784	4,697	6,176	1,035	1,064	1,145	2,805	2,800	3,170
December .....	10,658	10,981	11,715	3,459	4,822	5,315	1,627	2,032	2,082	4,633	5,056	5,216
Annual Total .....	171,708	202,720	213,434	48,201	53,251	62,816	11,320	11,753	12,193	29,383	29,463	30,904



TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1954, 1955 and 1956 — Continued  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	748	731	860	587	520	528	906	923	1,074	590	757	901
February .....	639	626	711	510	474	480	784	928	1,105	756	685	803
March .....	802	840	967	682	687	738	1,010	1,194	1,390	915	873	952
April .....	1,040	1,050	1,182	971	880	805	1,404	1,522	1,485	971	1,029	1,043
May .....	1,030	1,037	1,283	861	799	867	1,599	1,597	1,758	1,233	1,512	1,705
June .....	884	1,062	1,172	991	991	1,129	1,770	2,026	2,269	1,556	1,722	1,794
July .....	892	935	1,029	815	766	770	1,678	1,834	2,075	1,416	1,742	1,885
August .....	833	974	1,211	641	736	799	1,562	1,766	2,078	1,713	1,829	2,141
September .....	834	1,087	1,106	881	880	715	1,760	1,785	2,069	1,564	1,719	1,755
October .....	943	1,204	1,458	764	785	772	1,746	2,045	2,246	1,517	1,671	1,966
November .....	1,123	1,200	1,515	767	900	900	1,707	1,707	1,931	1,345	1,627	1,575
December .....	1,633	2,082	2,320	1,212	1,324	1,356	2,200	2,371	2,456	1,062	1,103	1,130
<b>Annual Total .....</b>	<b>11,400</b>	<b>12,828</b>	<b>14,814</b>	<b>9,683</b>	<b>9,742</b>	<b>9,860</b>	<b>18,126</b>	<b>19,697</b>	<b>21,936</b>	<b>14,640</b>	<b>16,269</b>	<b>17,649</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	1,741	2,563	2,956	1,408	1,637	1,806	1,574	1,727	1,870			
February .....	1,605	2,484	2,867	1,568	1,563	1,747	1,688	1,733	1,702			
March .....	2,590	2,773	3,156	2,063	1,769	2,040	1,537	1,638	1,863			
April .....	2,230	2,759	3,158	1,866	1,831	1,781	1,101	1,066	1,212			
May .....	2,576	3,100	3,587	1,990	1,865	1,905	816	992	1,105			
June .....	3,038	3,206	3,536	1,992	1,887	2,153	659	719	810			
July .....	2,642	3,391	3,746	2,120	2,387	2,381	665	545	815			
August .....	2,227	3,360	3,495	2,334	2,389	2,526	660	715	800			
September .....	2,146	3,696	4,015	1,661	2,023	2,094	1,227	1,335	1,377			
October .....	2,700	3,512	4,394	1,696	1,882	1,766	1,462	1,748	2,146			
November .....	2,364	3,597	4,686	1,588	1,663	1,737	1,643	1,960	1,996			
December .....	3,990	4,901	5,675	1,820	1,883	1,783	1,743	2,293	2,139			
<b>Annual Total .....</b>	<b>29,851</b>	<b>39,340</b>	<b>45,270</b>	<b>22,107</b>	<b>22,778</b>	<b>23,718</b>	<b>14,775</b>	<b>16,472</b>	<b>17,836</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	1,487	1,587	1,696	421	418	473	6,888	7,597	7,840			
February .....	1,514	1,563	1,684	507	472	523	5,293	6,089	7,736			
March .....	1,535	1,734	1,910	549	494	544	5,870	6,975	8,753			
April .....	1,618	1,818	1,762	522	559	570	7,795	9,437	8,803			
May .....	1,494	1,625	1,759	648	623	676	10,023	9,602	10,783			
June .....	1,597	1,672	1,847	700	791	744	8,944	9,986	11,114			
July .....	1,638	1,658	1,811	666	692	684	8,624	10,582	10,711			
August .....	1,589	1,706	1,857	763	796	827	9,893	10,260	11,306			
September .....	1,550	1,725	1,775	786	729	705	8,021	9,488	9,976			
October .....	1,679	1,822	1,986	652	674	659	8,781	9,857	10,170			
November .....	1,500	1,678	1,838	723	852	929	8,314	8,880	9,666			
December .....	2,300	2,492	2,586	1,991	2,160	2,130	10,914	10,728	11,169			
<b>Annual Total .....</b>	<b>19,502</b>	<b>21,080</b>	<b>22,512</b>	<b>8,927</b>	<b>9,260</b>	<b>9,464</b>	<b>99,360</b>	<b>109,482</b>	<b>118,027</b>			



**TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	182,245	198,882	217,357	48,812	51,738	55,462	17,302	17,860	19,384			
February .....	178,971	192,512	220,990	46,657	50,009	54,958	18,103	17,450	19,830			
March .....	221,392	225,180	273,087	48,209	54,702	63,957	17,990	17,813	22,336			
April .....	248,884	262,181	274,413	52,018	58,085	58,233	20,437	21,153	20,903			
May .....	248,445	270,419	303,027	54,347	55,143	62,444	20,518	20,016	22,444			
June .....	251,043	273,513	303,837	54,088	58,290	68,059	20,961	20,722	22,879			
July .....	242,337	243,117	270,192	58,291	56,647	60,022	21,542	19,946	22,407			
August .....	224,511	245,156	280,170	50,929	54,619	62,934	19,899	20,004	21,830			
September .....	236,098	259,383	276,249	52,102	57,031	62,521	20,860	20,586	22,017			
October .....	238,204	263,070	282,737	56,226	57,832	62,800	20,926	21,236	23,133			
November .....	243,843	260,462	290,955	51,221	55,402	63,901	20,655	21,140	23,620			
December .....	281,646	311,794	329,139	60,328	68,101	73,245	29,197	30,422	32,442			
Annual Total .....	2,797,617	3,005,671	3,322,150	633,226	677,599	748,536	248,389	248,348	273,226			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	4,970	5,494	5,776	11,022	11,838	12,986	3,463	3,636	3,850			
February .....	5,169	5,035	5,650	11,820	12,222	13,676	3,514	3,525	3,850			
March .....	5,629	5,369	6,391	14,707	15,133	17,131	4,347	4,114	5,730			
April .....	6,865	6,320	6,110	16,247	17,206	17,189	5,857	6,088	5,106			
May .....	8,622	7,451	8,206	15,540	17,979	19,382	5,869	5,776	5,998			
June .....	7,969	7,919	8,791	15,728	16,672	17,839	5,993	5,977	6,812			
July .....	7,840	7,835	8,521	10,420	11,514	12,550	5,464	5,193	5,493			
August .....	8,190	7,893	8,855	13,150	14,451	15,882	4,799	5,078	5,942			
September .....	8,186	8,924	9,028	17,839	19,373	20,264	5,410	5,864	5,978			
October .....	7,982	9,473	9,848	17,117	19,445	20,029	5,624	6,176	6,078			
November .....	7,566	9,169	9,783	21,426	23,826	23,993	5,404	5,788	6,468			
December .....	8,880	9,885	10,473	27,045	29,939	29,550	10,438	11,234	11,734			
Annual Total .....	87,869	90,768	97,432	192,061	209,598	220,470	66,183	68,448	73,040			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	18,176	25,391	27,356	9,327	10,788	12,976	4,218	3,942	4,216	3,532	4,277	4,423
February .....	22,174	28,548	34,872	7,721	9,888	12,182	3,149	2,936	3,212	3,451	3,264	3,471
March .....	45,789	40,305	48,657	8,093	10,603	13,947	4,450	3,793	5,245	4,874	4,366	6,280
April .....	51,676	51,676	59,386	10,108	11,372	13,015	5,780	5,956	4,774	6,128	6,902	6,257
May .....	46,135	58,477	63,427	10,670	12,904	15,148	4,940	4,578	4,601	5,388	5,704	6,245
June .....	48,997	53,567	54,592	10,932	13,177	15,765	4,797	5,232	5,988	5,801	5,845	6,894
July .....	46,824	42,563	49,370	11,374	13,501	15,556	3,789	3,919	4,014	5,083	4,688	4,998
August .....	37,236	38,676	44,707	10,366	13,479	16,261	3,790	4,221	4,632	3,970	4,845	5,868
September .....	33,798	36,346	36,794	10,447	12,586	14,798	3,231	4,439	4,712	4,829	5,911	6,642
October .....	28,423	33,983	36,013	10,125	13,252	15,313	4,852	5,543	5,724	6,003	7,159	7,480
November .....	26,536	29,820	36,548	10,412	12,800	14,781	5,442	6,095	7,152	6,185	7,294	8,761
December .....	21,908	26,285	31,895	10,090	13,026	13,972	6,759	8,116	8,171	9,522	9,828	10,120
Annual Total .....	427,672	465,636	523,617	119,664	147,377	173,714	55,197	58,769	62,441	64,765	70,084	77,440

**TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	3,458	3,400	3,947	1,948	1,992	1,788	2,657	2,397	2,488	2,948	3,846	4,711
February .....	4,364	3,064	3,294	1,556	1,591	1,471	2,324	2,388	2,701	3,378	3,694	5,074
March .....	4,634	3,910	5,710	2,056	1,815	2,506	3,123	2,845	3,388	4,835	5,356	5,992
April .....	5,778	6,226	5,524	3,552	3,411	2,618	3,717	3,502	3,865	5,216	5,691	7,352
May .....	5,451	5,432	5,793	3,227	3,140	2,973	4,845	5,010	5,632	6,513	7,850	9,030
June .....	6,014	5,824	6,626	3,819	3,374	3,611	5,059	5,167	5,785	7,052	9,383	9,694
July .....	4,146	4,426	4,754	3,593	2,732	2,728	4,716	4,514	5,228	7,395	8,446	9,712
August .....	3,646	4,208	4,997	1,996	2,509	2,759	4,274	4,735	5,409	7,700	9,094	10,277
September .....	4,220	4,968	5,406	2,880	2,920	2,783	4,830	5,276	5,541	6,676	8,793	8,327
October .....	4,027	4,950	5,488	2,587	2,724	2,415	4,498	5,549	5,695	6,459	7,965	8,869
November .....	4,179	4,985	5,359	2,741	3,134	3,498	4,197	4,651	5,003	6,358	7,569	7,436
December .....	6,989	7,086	7,535	4,440	4,503	4,023	4,917	5,198	5,492	4,606	5,474	5,063
Annual Total .....	56,907	58,476	64,922	33,396	33,844	33,073	49,155	51,231	56,228	69,137	83,160	91,537
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	8,011	8,664	11,140	8,251	8,782	9,354	8,731	9,507	10,332			
February .....	7,248	8,115	10,574	8,059	8,389	9,069	6,763	8,519	9,693			
March .....	10,265	10,039	12,512	7,912	8,673	9,201	6,380	8,161	10,165			
April .....	11,137	11,337	13,107	9,929	9,588	10,065	3,954	4,502	6,268			
May .....	10,459	12,890	15,626	9,118	10,182	10,578	3,142	2,829	5,140			
June .....	10,179	12,114	14,460	9,022	10,270	11,262	3,233	2,803	3,099			
July .....	10,288	10,522	12,549	8,894	10,777	11,389	3,127	2,459	2,940			
August .....	9,315	11,912	13,832	10,458	11,108	11,572	3,704	3,206	4,270			
September .....	10,408	14,219	14,758	10,662	11,022	11,564	6,095	4,644	6,306			
October .....	11,279	13,883	15,219	10,842	11,144	11,576	6,320	5,876	6,917			
November .....	11,467	13,337	14,411	11,151	9,905	10,557	6,394	7,759	8,440			
December .....	12,535	14,115	14,099	10,097	10,490	10,981	8,674	11,259	11,476			
Annual Total .....	122,590	141,146	162,287	113,396	120,329	127,168	66,515	71,525	85,044			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	4,647	4,838	5,220	1,288	1,489	1,609	19,481	19,006	20,338			
February .....	4,508	4,494	5,103	1,498	1,307	1,391	17,515	18,077	20,927			
March .....	4,678	4,910	5,538	1,453	1,511	2,013	21,971	21,764	26,386			
April .....	4,722	4,992	5,267	1,917	1,846	1,788	24,846	26,328	27,587			
May .....	4,621	4,954	5,667	1,733	1,619	1,874	27,307	28,483	32,920			
June .....	4,408	4,791	5,470	1,786	2,152	2,186	25,204	30,233	34,023			
July .....	4,528	4,776	5,359	1,600	1,679	1,661	24,425	26,981	30,941			
August .....	4,472	4,798	5,504	2,231	1,786	1,915	24,387	28,535	32,724			
September .....	4,376	4,933	5,310	1,908	1,970	1,911	27,341	29,578	31,590			
October .....	4,640	5,039	5,774	1,893	1,942	2,166	28,378	29,898	32,201			
November .....	4,606	4,833	5,392	2,018	2,365	2,308	35,885	30,590	33,044			
December .....	5,994	6,019	6,641	4,708	6,019	6,589	34,519	34,795	35,638			
Annual Total .....	56,202	59,376	66,247	24,033	25,685	27,410	311,261	324,270	358,318			

**TABLE 5. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1954, 1955 and 1956 - Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	322,342	342,420	370,812	70,807	71,172	74,445	24,556	23,562	25,085			
February .....	320,004	332,291	364,161	65,593	70,024	75,429	24,899	24,500	26,533			
March .....	353,756	382,788	440,977	69,480	76,231	83,265	26,538	26,676	32,406			
April .....	386,017	448,061	445,055	71,579	81,947	78,946	28,906	30,301	28,250			
May .....	408,901	453,141	492,308	75,589	76,819	84,311	30,332	29,553	32,305			
June .....	409,629	467,604	509,173	74,939	80,694	91,946	31,460	32,545	36,012			
July .....	403,606	431,766	454,269	80,603	79,416	83,257	35,312	34,750	34,229			
August .....	370,960	409,308	454,686	71,922	73,737	84,033	30,789	32,512	36,752			
September .....	387,157	432,338	456,505	73,436	79,136	86,572	30,216	31,747	33,879			
October .....	387,877	438,648	464,139	76,344	81,734	87,063	30,974	31,972	33,795			
November .....	385,622	439,982	482,829	71,637	77,641	89,741	27,916	29,359	33,547			
December .....	496,580	536,892	563,561	85,702	95,627	101,562	46,072	48,500	52,837			
Annual Total .....	4,634,450	5,115,239	5,498,554	887,681	944,227	1,025,575	367,972	376,057	405,630			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	6,649	7,097	7,421	20,995	22,843	25,104	5,518	5,855	6,615			
February .....	6,512	6,752	7,204	22,260	22,371	25,503	5,697	6,148	6,723			
March .....	6,741	7,151	7,857	25,824	27,141	30,859	6,406	7,074	9,992			
April .....	7,455	8,726	8,049	29,080	30,600	31,600	8,420	9,705	8,545			
May .....	9,035	9,855	9,974	27,569	30,904	34,026	8,207	8,714	9,540			
June .....	9,344	9,016	9,952	28,379	30,337	33,371	8,485	9,065	11,138			
July .....	10,913	9,640	9,574	20,513	21,626	24,697	8,546	8,772	9,599			
August .....	9,366	8,865	9,650	22,461	25,448	28,477	7,240	7,934	9,630			
September .....	8,497	8,928	9,553	29,787	33,392	35,362	7,987	9,278	10,294			
October .....	8,560	9,017	9,231	31,767	36,659	38,712	8,916	9,826	10,392			
November .....	7,753	8,540	9,186	41,843	46,864	48,692	9,491	10,666	12,219			
December .....	9,423	10,176	10,393	52,817	55,511	56,954	18,959	21,141	23,415			
Annual Total .....	100,846	103,764	108,043	353,300	383,776	413,357	103,872	114,179	128,102			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	46,397	51,854	53,405	20,035	22,863	26,583	5,608	7,510	7,561	3,873	4,004	3,896
February .....	57,763	57,171	59,529	19,184	21,694	24,748	5,665	5,110	5,320	3,104	2,963	2,998
March .....	66,375	76,148	80,515	20,040	23,233	27,717	6,172	5,870	6,742	3,766	3,970	5,174
April .....	78,965	102,166	99,356	24,055	25,886	28,134	7,358	7,375	6,386	5,030	5,726	4,732
May .....	82,759	107,219	106,440	26,478	27,775	32,814	7,123	6,496	7,262	4,642	4,510	4,828
June .....	77,420	108,571	103,175	25,351	28,347	32,774	7,423	7,147	8,450	4,602	4,538	5,556
July .....	72,263	89,541	89,318	26,525	29,181	32,813	6,202	6,130	6,228	4,394	4,325	4,189
August .....	57,380	79,376	81,012	24,970	27,769	32,201	5,369	5,166	6,100	3,808	3,744	4,388
September .....	60,472	72,592	69,199	23,037	26,707	29,410	6,617	6,549	7,358	4,781	5,251	5,678
October .....	49,643	68,682	67,924	24,458	27,210	30,672	7,735	7,676	7,874	5,387	5,934	5,792
November .....	47,520	63,416	66,751	21,081	26,085	30,789	8,364	9,012	10,206	5,601	6,320	7,069
December .....	51,459	61,275	67,259	22,296	26,784	28,664	15,586	14,357	14,518	9,316	9,610	9,726
Annual Total .....	748,421	938,011	943,884	277,508	313,535	357,319	89,223	88,398	94,004	58,305	60,894	64,027



**TABLE 5. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1954, 1955 and 1956 - Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	6,698	6,724	7,045	3,450	3,998	4,077	5,766	5,622	6,170	8,225	8,624	9,900
February .....	5,872	5,154	5,559	2,968	2,922	2,978	4,977	5,154	5,832	7,824	7,675	9,818
March .....	6,454	6,339	8,181	3,100	3,656	4,790	6,535	6,025	6,842	8,661	9,309	10,504
April .....	8,475	8,849	7,904	4,671	5,521	4,484	7,755	8,100	7,702	9,858	10,694	12,268
May .....	7,885	8,068	8,696	4,772	4,946	5,125	10,268	9,654	9,609	13,119	16,399	18,014
June .....	7,932	7,952	9,272	4,829	5,338	6,286	9,738	9,314	10,554	14,008	17,582	18,571
July .....	7,687	6,984	7,356	4,270	4,512	4,675	9,300	8,756	9,312	14,245	15,883	17,989
August .....	6,158	5,736	6,791	3,830	3,744	4,541	7,608	8,384	9,204	14,801	16,947	18,024
September .....	7,623	8,179	9,328	4,525	5,163	5,502	7,813	9,288	9,519	13,720	17,290	16,206
October .....	8,130	8,518	9,498	4,717	4,809	4,763	8,679	8,844	9,017	13,768	15,664	17,516
November .....	7,901	8,488	9,605	5,076	4,985	4,984	7,338	8,866	9,202	12,873	14,884	15,287
December .....	13,044	14,081	15,207	7,533	7,196	7,316	10,073	11,421	11,582	10,060	11,015	10,895
<b>Annual Total .....</b>	<b>93,858</b>	<b>95,073</b>	<b>104,441</b>	<b>53,740</b>	<b>56,790</b>	<b>60,520</b>	<b>95,901</b>	<b>99,448</b>	<b>104,544</b>	<b>141,162</b>	<b>161,905</b>	<b>174,992</b>
Furniture, Appliance and Radio Dealers				Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	17,732	16,509	18,850	12,685	13,904	14,907	15,515	17,090	22,315			
February .....	16,864	15,071	16,249	12,527	12,789	14,333	12,189	15,550	18,843			
March .....	18,144	16,405	18,110	13,578	14,283	15,970	12,493	15,152	19,037			
April .....	16,872	17,936	18,555	14,181	15,231	16,032	7,646	7,900	12,785			
May .....	17,314	17,757	19,638	15,965	16,081	18,142	6,029	5,347	9,908			
June .....	18,177	17,792	20,883	15,248	16,221	18,462	7,312	5,561	7,334			
July .....	16,912	17,866	19,266	17,868	16,928	18,149	6,298	4,818	6,849			
August .....	16,400	19,615	20,192	17,333	17,202	19,127	8,315	6,200	8,217			
September .....	19,355	21,499	22,440	15,268	16,844	18,178	11,705	9,089	12,210			
October .....	18,070	22,143	23,558	15,371	16,238	17,864	11,719	10,545	11,330			
November .....	19,077	21,004	22,859	13,620	15,102	16,993	12,974	15,395	14,246			
December .....	23,798	24,669	25,998	12,516	15,552	16,870	15,935	20,935	17,030			
<b>Annual Total .....</b>	<b>218,715</b>	<b>228,265</b>	<b>246,597</b>	<b>176,162</b>	<b>186,374</b>	<b>205,028</b>	<b>128,130</b>	<b>133,581</b>	<b>160,102</b>			
Drug Stores				Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	9,514	10,455	11,235	3,503	3,124	3,008	34,815	39,609	43,189			
February .....	9,066	9,747	10,963	2,972	2,917	3,106	34,068	38,579	42,493			
March .....	9,484	10,281	12,059	3,185	3,146	3,540	40,780	44,647	52,417			
April .....	10,116	10,700	10,891	3,224	3,603	3,687	44,372	56,937	56,750			
May .....	9,796	10,492	11,467	3,673	4,026	4,459	48,346	58,584	65,829			
June .....	10,191	10,690	11,926	3,754	4,723	4,530	50,986	62,172	68,981			
July .....	9,229	10,884	11,433	3,678	3,684	3,734	48,837	58,071	61,603			
August .....	10,108	10,619	11,480	3,780	3,547	3,939	48,822	52,764	60,930			
September .....	10,142	10,889	11,631	3,707	4,342	4,439	48,420	56,173	59,748			
October .....	10,305	11,003	11,933	4,250	4,547	4,613	49,086	57,627	62,588			
November .....	9,759	10,496	11,595	5,078	5,492	5,962	50,621	57,345	62,896			
December .....	14,850	15,155	16,315	11,067	12,670	13,032	66,275	61,217	63,988			
<b>Annual Total .....</b>	<b>122,359</b>	<b>131,412</b>	<b>142,927</b>	<b>51,871</b>	<b>55,823</b>	<b>58,048</b>	<b>565,425</b>	<b>643,725</b>	<b>701,415</b>			



**TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	44,224	42,357	43,067	7,968	8,047	8,072	1,850	1,974	1,832			
February .....	43,216	41,229	42,385	7,454	7,763	8,193	1,846	1,972	1,939			
March .....	46,984	47,471	52,825	7,979	8,468	9,657	1,974	2,100	2,318			
April .....	53,311	57,741	55,232	8,719	9,119	8,692	2,203	2,440	2,143			
May .....	56,181	58,816	63,766	9,301	8,665	9,272	2,218	2,409	2,523			
June .....	53,245	60,470	65,264	8,570	9,146	10,284	2,294	2,676	2,692			
July .....	57,428	59,049	60,857	9,525	9,018	9,237	2,558	2,741	2,638			
August .....	52,581	58,612	62,080	8,307	8,760	9,616	2,491	2,593	2,818			
September .....	54,215	60,266	61,174	8,690	9,341	10,037	2,372	2,644	2,658			
October .....	55,926	59,425	63,049	8,833	9,566	9,838	2,594	2,686	2,829			
November .....	54,716	56,734	61,409	7,966	9,084	9,637	2,381	2,384	2,808			
December .....	65,016	67,085	69,036	9,602	10,825	10,803	4,321	4,822	5,173			
Annual Total .....	637,044	669,254	700,145	102,915	107,802	113,337	29,102	31,442	32,370			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	3,135	2,879	2,904	6,196	6,667	6,520	284	326	334			
February .....	2,923	2,823	3,019	6,139	6,477	6,205	323	307	324			
March .....	3,184	3,081	3,499	7,604	7,208	8,037	352	362	498			
April .....	3,307	3,744	3,325	7,905	8,055	8,595	467	565	480			
May .....	4,002	3,869	4,079	7,416	8,269	8,492	450	470	530			
June .....	3,663	4,043	4,361	7,610	7,815	8,597	442	467	574			
July .....	4,301	4,110	4,193	6,726	7,675	7,521	458	447	494			
August .....	3,982	4,187	4,359	6,496	6,957	7,959	383	414	492			
September .....	3,584	4,066	4,197	8,082	9,335	8,718	395	466	508			
October .....	3,751	4,126	4,225	9,173	9,348	10,058	530	544	569			
November .....	3,599	3,964	4,213	11,011	11,716	12,677	540	546	623			
December .....	4,462	4,941	4,960	12,948	13,466	14,234	1,122	1,114	1,172			
Annual Total .....	43,891	45,834	47,335	97,306	102,987	107,613	5,746	6,028	6,598			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	7,476	5,112	5,302	1,682	1,780	2,125	496	452	528	508	506	500
February .....	8,290	5,551	5,547	1,324	1,674	1,808	279	382	545	324	373	386
March .....	8,086	7,693	7,523	1,660	1,762	2,062	349	422	633	408	420	511
April .....	10,582	12,135	11,132	2,032	2,063	2,148	422	623	697	573	721	610
May .....	11,512	12,104	13,403	2,050	2,178	2,712	410	513	565	614	569	632
June .....	8,788	12,300	12,307	2,619	2,219	2,885	668	555	636	552	650	788
July .....	10,923	10,411	11,174	2,300	2,395	2,753	852	429	448	601	568	559
August .....	7,483	9,955	9,949	2,546	2,339	2,605	769	388	452	433	518	555
September .....	7,504	9,166	8,534	2,112	2,223	2,507	597	520	549	545	614	672
October .....	7,125	8,025	8,458	2,437	2,342	2,603	766	648	691	628	787	745
November .....	5,652	6,215	7,227	2,397	2,127	2,725	1,355	718	843	765	811	814
December .....	5,630	6,991	7,069	1,590	2,169	2,486	1,349	907	1,058	1,028	1,127	1,240
Annual Total .....	99,050	105,658	107,626	24,750	25,270	29,417	8,312	6,555	7,645	6,977	7,663	8,013

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	351	406	364	216	242	194	692	804	972	2,417	2,175	2,281
February .....	375	310	306	170	140	111	830	737	943	1,986	1,923	2,152
March .....	413	363	399	224	195	199	924	787	1,126	2,480	2,202	2,226
April .....	467	596	479	334	396	284	1,009	1,073	1,230	2,401	2,390	2,614
May .....	492	511	531	338	329	306	1,205	1,302	1,627	3,530	3,975	4,048
June .....	502	493	534	400	344	359	1,218	1,351	1,801	4,261	4,392	4,598
July .....	490	448	409	343	273	233	1,350	1,268	1,615	4,602	4,353	4,688
August .....	389	394	419	286	232	223	1,160	1,325	1,679	4,269	5,220	5,026
September .....	458	505	535	290	300	283	1,280	1,456	1,751	4,821	5,178	4,419
October .....	568	560	560	321	312	267	1,383	1,317	1,700	4,224	5,014	4,906
November .....	493	454	527	288	267	273	1,259	1,337	1,743	3,789	3,851	3,794
December .....	653	653	713	369	260	283	1,904	1,903	2,207	3,340	2,580	2,264
Annual Total .....	5,652	5,691	5,776	3,579	3,289	3,015	14,214	14,659	18,394	42,120	43,253	43,015
Furniture, Appliance and Radio Dealers				Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	1,429	1,911	1,902	1,914	1,863	1,907	1,211	899	1,065			
February .....	1,484	1,614	1,308	1,774	1,695	1,777	579	774	900			
March .....	1,344	1,536	1,351	1,956	1,889	2,012	744	737	738			
April .....	1,250	1,650	1,480	2,245	2,075	2,051	607	180	400			
May .....	1,126	1,442	1,328	2,412	2,071	2,136	437	155	364			
June .....	1,514	1,664	1,755	2,100	2,136	2,222	196	110	253			
July .....	1,304	1,628	1,469	2,175	2,345	2,372	195	306	267			
August .....	1,528	1,675	1,732	2,046	2,338	2,356	372	130	339			
September .....	1,603	2,124	2,346	2,196	2,137	2,079	652	743	695			
October .....	1,894	2,093	2,277	2,494	2,141	2,194	527	758	768			
November .....	1,780	1,829	1,694	2,143	1,939	2,134	561	1,253	962			
December .....	2,868	1,925	2,010	2,154	2,122	2,192	739	1,270	1,063			
Annual Total .....	19,124	21,093	20,653	25,610	24,750	25,432	6,820	7,317	7,813			
Drug Stores				Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	1,165	1,234	1,273	337	369	298	4,896	4,710	4,697			
February .....	1,447	1,182	1,279	368	330	314	5,302	5,205	5,330			
March .....	1,201	1,257	1,391	451	400	350	5,649	6,588	8,296			
April .....	1,225	1,364	1,344	456	412	381	7,106	8,141	7,148			
May .....	1,298	1,311	1,366	449	446	419	6,921	8,227	9,432			
June .....	1,258	1,318	1,373	426	478	404	6,165	8,314	8,839			
July .....	1,254	1,306	1,351	399	420	342	7,073	8,908	9,094			
August .....	1,329	1,319	1,401	467	471	420	7,844	9,398	9,678			
September .....	1,253	1,333	1,375	432	520	486	7,349	7,594	8,823			
October .....	1,298	1,410	1,444	480	468	411	6,902	7,280	8,508			
November .....	1,196	1,243	1,315	556	565	612	6,987	6,433	6,790			
December .....	1,727	1,805	1,852	1,303	1,367	1,218	7,906	6,839	7,041			
Annual Total .....	15,651	16,082	16,763	6,123	6,245	5,654	80,099	87,636	93,677			

**TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	45,446	45,963	43,188	6,745	7,197	6,920	2,123	2,212	1,876			
February .....	47,242	41,955	42,538	6,387	7,108	7,471	2,252	2,108	1,919			
March .....	54,169	49,051	53,051	7,015	7,885	8,783	2,256	2,255	2,392			
April .....	72,105	60,531	63,067	7,366	8,432	7,829	2,530	2,554	2,170			
May .....	74,607	65,661	76,589	8,018	8,123	8,783	2,360	2,317	2,368			
June .....	67,125	71,543	77,739	8,348	8,592	9,554	2,581	2,671	2,812			
July .....	73,449	66,903	71,821	9,126	8,338	8,280	2,633	2,665	2,585			
August .....	73,207	77,293	86,277	8,078	8,381	9,108	2,561	2,574	2,711			
September .....	64,236	70,007	71,942	8,170	8,738	8,858	2,464	2,640	2,656			
October .....	62,814	69,000	77,762	8,657	8,637	9,164	2,823	2,866	2,943			
November .....	59,201	62,657	71,972	8,148	7,995	8,735	2,596	2,536	2,925			
December .....	54,636	67,422	76,315	9,035	9,996	10,547	4,741	4,724	4,957			
Annual Total .....	758,295	747,985	812,261	95,095	99,404	104,043	31,930	32,131	32,316			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1955	1955	1956			
January .....	4,899	4,255	4,322	3,666	3,784	3,788	409	461	478			
February .....	4,369	3,801	4,076	3,656	3,312	3,663	534	499	518			
March .....	5,391	4,406	5,112	4,211	3,900	4,641	528	521	628			
April .....	5,659	5,275	5,229	4,780	4,612	5,014	670	739	725			
May .....	5,668	6,478	7,224	4,608	4,631	5,233	608	648	732			
June .....	5,898	6,614	7,118	4,451	4,771	5,144	639	736	798			
July .....	6,639	6,226	6,639	3,730	3,715	4,063	658	698	736			
August .....	5,773	7,184	7,929	4,028	4,043	4,728	634	684	755			
September .....	5,599	7,075	7,366	4,181	4,913	4,893	567	704	715			
October .....	6,121	6,708	8,018	4,946	5,534	6,403	675	785	838			
November .....	5,275	6,102	7,111	5,811	6,735	7,274	775	785	915			
December .....	6,660	6,620	7,772	7,965	7,607	8,086	1,505	1,464	1,639			
Annual Total .....	67,950	70,741	77,917	56,033	57,562	62,934	8,202	8,723	9,477			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	9,494	7,839	6,985	1,882	3,133	2,695	729	492	456	604	626	514
February .....	11,282	7,846	7,718	1,772	2,599	2,696	548	430	388	562	416	403
March .....	15,009	9,960	10,606	1,731	3,336	3,322	488	424	498	563	460	536
April .....	21,450	13,713	16,276	2,773	3,477	3,178	613	661	596	995	784	629
May .....	19,870	15,208	18,609	4,634	4,102	4,769	585	486	608	924	729	797
June .....	15,532	16,717	18,691	4,104	4,505	4,556	526	606	735	1,023	973	1,014
July .....	16,090	14,221	17,320	5,521	4,778	4,333	467	482	497	1,257	748	674
August .....	14,952	15,860	18,922	6,181	5,103	5,292	485	411	471	798	630	693
September .....	12,360	13,431	14,168	4,730	4,684	4,212	562	600	654	490	728	667
October .....	9,454	12,048	14,170	5,039	4,157	4,740	678	731	887	700	1,057	1,123
November .....	9,324	10,572	13,235	3,583	3,999	4,166	725	760	903	809	883	1,039
December .....	7,980	9,520	11,808	2,596	3,143	3,749	1,110	1,055	1,335	969	1,093	1,144
Annual Total .....	162,797	146,936	168,508	44,546	47,014	47,708	7,517	7,136	8,029	9,694	9,128	9,233

**TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	617	537	537	199	167	160	1,054	1,286	1,276	2,361	2,048	2,128
February .....	567	341	349	227	159	144	1,158	1,196	1,305	2,706	1,914	1,819
March .....	535	419	540	220	174	206	1,493	1,402	1,732	2,392	1,880	1,689
April .....	773	728	636	324	314	298	1,873	1,984	2,318	2,616	1,867	2,234
May .....	650	584	714	333	269	333	2,541	1,913	2,736	4,400	3,863	4,497
June .....	512	618	708	339	284	337	2,377	2,251	2,950	5,159	5,179	5,563
July .....	586	522	566	364	237	263	2,252	2,101	2,676	6,180	5,440	5,494
August .....	493	441	488	298	214	246	2,175	2,428	3,364	7,454	7,008	6,997
September .....	504	564	601	252	279	294	2,470	2,134	2,670	5,539	6,007	5,831
October .....	666	720	847	260	293	336	2,260	2,035	2,942	4,876	6,513	5,983
November .....	534	542	737	277	236	303	1,940	1,919	3,170	4,795	4,300	4,942
December .....	755	748	881	368	249	308	2,567	2,784	3,564	2,823	2,298	2,432
Annual Total .....	7,193	6,765	7,602	3,462	2,877	3,228	24,159	23,434	30,703	51,300	48,316	49,610
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	1,198	1,249	1,196	2,013	2,000	2,082	830	726	829			
February .....	896	1,067	1,213	2,273	1,796	1,858	482	652	699			
March .....	1,223	1,211	1,309	2,161	2,065	2,325	491	712	557			
April .....	1,510	1,262	1,179	2,419	2,276	2,410	435	330	383			
May .....	1,346	1,085	1,044	2,449	2,218	2,436	398	339	340			
June .....	1,016	1,161	1,488	2,480	2,420	2,561	396	300	284			
July .....	1,385	1,290	1,291	2,657	2,616	2,656	416	328	341			
August .....	1,296	1,278	1,293	2,744	2,671	2,810	387	421	395			
September .....	1,231	1,529	1,424	2,299	2,413	2,299	575	535	592			
October .....	1,255	1,854	1,889	2,292	2,543	2,516	741	557	661			
November .....	1,067	1,683	2,068	2,202	2,116	2,294	556	859	753			
December .....	1,658	1,466	1,809	2,314	2,058	2,113	646	884	858			
Annual Total .....	15,082	16,135	17,204	28,305	27,192	28,362	6,354	6,643	6,692			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	1,388	1,390	1,358	366	301	331	4,863	6,280	5,256			
February .....	1,288	1,303	1,298	313	320	372	5,968	5,088	4,629			
March .....	1,335	1,424	1,494	546	370	462	6,580	6,238	6,218			
April .....	1,460	1,470	1,539	323	351	386	13,536	9,699	10,039			
May .....	1,358	1,363	1,491	567	400	588	13,350	10,904	13,286			
June .....	1,327	1,436	1,578	413	476	546	10,005	11,232	11,289			
July .....	1,460	1,391	1,445	380	392	467	11,642	10,715	11,491			
August .....	1,425	1,537	1,649	322	446	487	13,122	15,974	17,938			
September .....	1,482	1,647	1,771	450	524	543	10,310	10,866	11,727			
October .....	1,528	1,586	1,726	380	538	534	9,464	9,837	12,042			
November .....	1,494	1,349	1,652	594	498	658	8,695	8,789	9,090			
December .....	2,107	2,062	2,350	1,215	1,188	1,406	7,621	8,462	9,556			
Annual Total .....	17,651	17,957	19,352	5,870	5,803	6,782	115,155	114,085	122,561			



**TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	61,700	68,471	70,768	10,250	10,938	11,437	4,034	4,364	4,075			
February .....	66,279	63,025	72,548	9,415	10,206	11,660	4,141	4,335	4,106			
March .....	74,282	73,414	86,814	10,170	11,230	13,658	4,401	4,635	5,288			
April .....	79,692	86,754	94,653	11,021	12,338	12,347	4,861	5,022	4,614			
May .....	83,855	89,496	104,003	11,668	11,825	13,494	4,631	4,512	4,820			
June .....	81,878	94,973	106,475	11,937	12,459	14,818	4,708	4,988	5,348			
July .....	85,057	88,736	98,846	12,402	12,676	13,379	4,874	5,092	4,697			
August .....	81,356	93,248	104,768	11,396	12,268	13,962	4,543	5,040	5,268			
September .....	81,290	91,787	99,024	12,064	12,465	14,273	4,331	4,954	5,222			
October .....	82,970	92,178	102,943	13,028	12,563	13,971	4,924	5,531	5,388			
November .....	84,267	88,143	101,751	12,007	11,842	13,913	4,793	5,004	5,473			
December .....	101,003	104,770	116,367	14,397	14,852	16,172	9,298	9,687	9,982			
Annual Total .....	963,630	1,034,995	1,158,960	139,756	145,662	163,084	59,538	63,163	64,282			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	4,041	3,807	3,856	6,866	7,504	8,090	603	711	748			
February .....	3,809	3,604	3,806	6,872	6,762	7,526	718	695	780			
March .....	4,103	4,039	4,246	7,662	8,137	9,952	802	795	1,016			
April .....	4,484	4,327	4,058	8,387	8,437	9,534	1,015	1,111	1,150			
May .....	4,856	4,342	5,069	8,238	8,551	9,825	949	960	1,131			
June .....	4,883	4,782	5,317	7,552	8,383	9,825	958	1,100	1,226			
July .....	5,239	4,559	4,801	7,184	7,694	8,856	1,044	1,144	1,203			
August .....	4,444	4,414	4,715	7,481	8,416	9,948	911	1,038	1,127			
September .....	4,621	4,711	4,854	8,382	10,654	10,665	851	1,099	1,149			
October .....	4,909	4,644	4,787	9,206	10,669	12,056	1,045	1,193	1,294			
November .....	4,947	4,502	4,914	10,824	12,816	13,892	1,181	1,351	1,464			
December .....	5,815	5,719	6,110	14,393	15,919	17,590	2,488	2,646	2,746			
Annual Total .....	56,151	53,451	56,534	103,046	113,942	127,758	12,564	13,842	15,034			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	9,601	12,676	12,787	4,164	4,371	4,721	1,294	1,592	1,616	850	871	810
February .....	14,032	11,944	14,900	5,427	3,823	5,959	918	992	1,006	672	617	666
March .....	17,792	15,696	19,170	5,076	4,649	5,108	892	1,206	1,464	749	751	1,018
April .....	17,486	20,400	24,165	5,775	5,237	5,847	1,243	1,772	1,705	937	1,070	1,053
May .....	17,712	22,433	25,648	5,260	5,913	6,796	1,147	1,552	1,814	1,038	894	1,034
June .....	17,022	24,021	25,540	5,605	5,801	6,763	1,282	1,736	2,014	941	995	1,110
July .....	15,946	18,908	23,051	6,709	6,264	6,632	1,112	1,504	1,561	878	924	1,030
August .....	15,372	20,307	22,442	5,855	6,109	6,946	1,057	1,313	1,569	829	949	1,092
September .....	14,735	17,862	19,807	4,523	5,729	6,511	1,022	1,656	1,861	884	992	1,119
October .....	13,631	17,226	18,800	5,372	5,673	6,567	1,423	1,985	2,315	1,090	1,148	1,392
November .....	14,409	14,926	17,594	4,233	5,735	5,935	1,611	2,158	2,194	1,136	1,179	1,332
December .....	14,284	13,514	16,050	4,824	5,150	5,811	2,707	2,923	3,515	1,673	1,690	2,054
Annual Total .....	182,023	209,914	239,954	62,823	64,454	73,595	15,708	20,391	22,633	11,676	12,080	13,711

**TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1954, 1955 and 1956—Continued**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	1,430	1,416	1,460	337	426	438	1,340	1,622	1,940	2,550	2,859	2,993
February .....	1,135	1,087	1,162	312	300	368	1,380	1,559	2,140	2,865	2,669	2,891
March .....	1,244	1,327	1,740	372	379	571	1,830	1,604	2,474	3,169	2,558	3,227
April .....	1,519	1,839	1,744	483	599	634	1,934	2,085	2,783	3,512	3,234	4,072
May .....	1,929	1,626	1,783	511	538	742	2,644	2,344	3,228	3,873	4,231	5,227
June .....	1,630	1,825	1,730	490	579	651	2,378	2,601	3,314	4,967	5,586	5,995
July .....	2,013	1,558	1,620	457	502	607	2,228	2,270	2,979	5,466	5,496	6,207
August .....	1,569	1,440	1,603	373	508	641	2,215	2,423	3,355	6,275	6,752	6,981
September .....	1,638	1,538	1,624	379	531	622	2,435	2,466	3,283	5,394	6,265	6,167
October .....	2,183	1,714	2,012	445	559	660	2,474	2,580	3,675	5,639	6,220	6,166
November .....	1,803	1,522	2,021	447	521	674	2,413	2,403	3,613	5,436	5,101	6,413
December .....	2,644	2,572	2,769	537	607	819	3,301	3,188	4,364	4,005	3,368	4,194
<b>Annual Total .....</b>	<b>20,737</b>	<b>19,465</b>	<b>21,269</b>	<b>5,144</b>	<b>6,047</b>	<b>7,426</b>	<b>26,570</b>	<b>27,151</b>	<b>37,147</b>	<b>53,152</b>	<b>54,339</b>	<b>60,532</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel Dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	2,466	3,226	3,388	2,374	2,935	3,067	130	68	84			
February .....	2,512	3,304	3,036	2,435	2,578	3,016	44	48	69			
March .....	2,457	3,186	3,104	2,535	2,956	3,354	46	63	54			
April .....	2,339	3,240	2,914	2,718	3,158	3,479	51	25	20			
May .....	2,882	2,963	3,052	3,563	2,988	3,423	31	35	35			
June .....	2,519	2,981	3,152	2,974	3,081	3,511	21	47	45			
July .....	2,276	3,123	2,654	3,681	3,434	3,947	10	35	40			
August .....	2,065	3,418	3,174	3,704	3,226	3,683	13	41	46			
September .....	2,478	3,471	3,474	3,386	3,043	3,448	21	49	84			
October .....	3,945	3,985	4,323	2,956	3,111	3,559	36	75	110			
November .....	3,411	3,954	3,753	3,009	2,880	3,542	73	94	110			
December .....	3,091	4,754	4,158	2,982	2,973	3,450	47	88	89			
<b>Annual Total .....</b>	<b>32,440</b>	<b>41,605</b>	<b>40,182</b>	<b>6,319</b>	<b>36,304</b>	<b>41,478</b>	<b>523</b>	<b>668</b>	<b>786</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	1,780	1,760	1,848	372	383	454	7,216	6,936	6,956			
February .....	1,625	1,658	1,802	299	362	430	7,668	6,484	7,227			
March .....	1,718	1,867	2,094	350	369	500	8,914	7,966	8,776			
April .....	1,682	1,905	1,980	351	390	464	9,894	10,561	12,090			
May .....	1,762	1,764	1,996	408	438	539	10,753	11,587	14,348			
June .....	1,737	1,874	2,071	433	465	526	9,840	11,670	13,520			
July .....	1,683	1,845	2,086	412	427	496	11,444	11,281	13,000			
August .....	1,566	1,799	2,042	434	483	590	11,253	13,303	15,585			
September .....	1,708	1,892	2,104	443	446	511	11,995	11,964	12,246			
October .....	1,776	2,025	2,309	423	458	551	8,466	10,819	13,008			
November .....	1,665	1,720	2,012	497	541	730	10,372	9,894	12,171			
December .....	2,580	2,744	3,154	1,449	1,452	1,640	10,488	10,924	11,698			
<b>Annual Total .....</b>	<b>21,282</b>	<b>22,854</b>	<b>25,499</b>	<b>5,873</b>	<b>6,214</b>	<b>7,432</b>	<b>118,304</b>	<b>123,390</b>	<b>140,624</b>			

**TABLE 5. British Columbia — Estimated Retail Trade — by Kinds of Business and Months, 1954, 1955 and 1956 — Continued**  
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Other Food and Beverages					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	80,046	94,559	105,192	15,914	16,185	16,806	7,328	7,456	8,780			
February .....	83,297	91,637	104,796	14,834	15,931	17,117	7,617	7,424	9,912			
March .....	113,082	106,994	123,591	15,976	17,552	19,392	8,338	8,060	11,540			
April .....	99,099	115,887	129,219	17,166	18,442	18,032	8,566	8,891	10,044			
May .....	104,017	118,682	140,099	16,565	17,695	19,850	8,884	8,348	11,054			
June .....	108,740	128,724	141,982	17,282	19,054	21,713	8,972	9,107	12,434			
July .....	109,892	121,345	137,515	18,335	19,982	20,665	9,616	9,441	11,853			
August .....	105,508	125,783	143,995	16,408	18,530	20,363	8,922	9,469	12,756			
September .....	103,812	123,562	136,182	16,347	18,541	19,806	8,535	9,279	11,786			
October .....	107,501	118,868	134,470	17,980	18,573	19,784	8,927	9,401	12,284			
November .....	101,830	116,859	132,277	16,448	17,581	19,509	8,124	9,011	12,047			
December .....	132,676	148,738	165,013	18,474	22,255	23,802	14,888	16,362	21,573			
Annual Total .....	1,249,499	1,411,640	1,594,331	201,729	220,320	236,839	108,718	112,248	145,364			
	General Stores			Department Stores			Variety Stores					
	1954	1955	1956	1954	1955	1956	1954	1955	1956			
January .....	3,105	3,398	3,614	9,538	11,360	12,314	689	772	792			
February .....	3,179	3,305	3,614	10,711	11,621	12,737	800	790	806			
March .....	3,652	3,665	4,276	13,803	13,278	15,363	836	849	978			
April .....	3,710	4,198	4,458	12,827	13,878	15,197	1,045	1,134	1,123			
May .....	4,084	4,336	4,672	13,822	14,513	16,472	1,002	991	1,074			
June .....	4,210	4,455	5,076	13,318	14,610	16,275	974	1,055	1,117			
July .....	5,158	4,550	5,037	13,182	13,354	14,556	1,080	1,101	1,128			
August .....	4,590	4,438	5,006	14,110	15,182	17,262	1,030	1,098	1,148			
September .....	4,408	4,527	4,947	14,372	16,973	19,010	1,003	1,120	1,164			
October .....	4,029	4,547	5,173	16,615	17,363	19,412	1,086	1,124	1,163			
November .....	4,326	4,491	4,887	17,675	20,149	22,124	1,143	1,199	1,282			
December .....	4,807	5,607	6,151	23,988	26,938	29,066	2,473	2,598	2,673			
Annual Total .....	49,259	51,517	56,911	173,960	189,220	209,788	13,159	13,831	14,448			
	Motor Vehicle Dealers			Garages and Filling Stations			Men's Clothing Stores			Family Clothing Stores		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	12,483	17,838	22,431	3,298	4,769	5,435	1,382	1,806	1,741	853	797	942
February .....	17,075	19,063	23,683	2,866	4,565	5,172	1,128	1,340	1,889	489	479	484
March .....	29,811	24,438	27,171	4,677	4,903	5,785	1,508	1,279	1,679	591	547	703
April .....	18,384	27,810	34,328	4,057	5,219	6,293	1,421	1,551	1,536	1,081	810	710
May .....	21,147	29,721	36,853	4,912	5,464	6,560	1,552	1,477	1,693	804	731	789
June .....	24,758	34,329	35,204	4,763	5,860	6,744	1,434	1,637	1,844	827	804	891
July .....	22,183	28,200	33,771	5,694	6,275	7,252	1,657	1,703	1,609	945	880	976
August .....	19,679	30,249	32,744	5,211	6,292	7,181	1,446	1,499	1,792	954	1,001	1,118
September .....	19,069	25,932	27,545	4,972	5,888	6,480	1,680	1,686	1,810	858	970	1,118
October .....	17,706	21,989	24,993	5,108	5,754	6,685	2,001	1,812	1,831	826	1,010	1,021
November .....	16,854	20,518	23,024	4,455	6,019	6,608	1,817	2,099	2,203	897	993	1,072
December .....	17,930	21,100	22,943	4,747	5,968	6,799	2,885	3,371	3,504	1,408	1,562	1,610
Annual Total .....	237,079	301,186	344,690	54,760	66,977	76,994	19,910	21,261	23,131	10,532	10,583	11,434

**TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1954, 1955 and 1956 — Concluded**  
(in thousands of dollars)

Month	Women's Clothing Stores			Shoe Stores			Hardware Stores			Lumber and Building Material Dealers		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	1,803	1,972	1,886	869	900	907	835	1,147	1,245	1,831	2,659	3,036
February .....	1,496	1,450	1,513	644	562	633	1,051	1,214	1,159	1,884	2,631	2,864
March .....	2,134	1,952	2,462	872	669	845	1,552	1,381	1,559	3,330	3,140	3,635
April .....	2,060	2,315	2,273	1,050	940	1,019	1,425	1,556	1,583	3,058	3,490	4,262
May .....	2,291	2,183	2,647	1,085	872	1,076	1,607	1,615	1,899	3,202	3,954	4,736
June .....	1,945	2,012	2,058	951	929	1,028	1,572	1,950	1,925	3,545	4,196	4,409
July .....	2,310	2,009	2,170	997	999	1,057	1,582	1,810	1,982	3,100	3,745	4,283
August .....	1,923	1,914	1,986	968	876	1,011	1,556	1,831	2,020	3,287	4,455	4,500
September .....	1,959	2,422	2,436	1,104	964	1,112	1,734	1,861	1,961	2,903	4,625	4,167
October .....	2,303	2,609	2,795	1,029	914	1,030	1,706	1,920	1,894	3,260	4,218	4,237
November .....	2,050	2,315	2,473	862	806	862	1,417	1,826	2,028	2,669	3,480	3,581
December .....	3,344	3,715	3,781	1,275	1,196	1,364	2,341	2,296	2,534	2,594	2,826	2,444
<b>Annual Total .....</b>	<b>25,618</b>	<b>26,868</b>	<b>28,479</b>	<b>11,705</b>	<b>10,627</b>	<b>11,943</b>	<b>18,378</b>	<b>20,407</b>	<b>21,789</b>	<b>34,663</b>	<b>43,419</b>	<b>46,152</b>
	Furniture, Appliance and Radio Dealers			Restaurants			Fuel dealers					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	2,737	4,115	3,428	3,571	3,785	3,811	3,866	3,288	4,072			
February .....	3,481	3,622	3,102	3,467	3,354	3,589	2,717	2,873	4,283			
March .....	5,395	3,947	3,598	3,725	3,716	4,147	2,547	3,624	3,605			
April .....	3,138	3,899	4,215	4,516	4,052	4,420	2,405	2,322	2,236			
May .....	3,222	3,738	3,944	4,255	4,135	4,697	1,720	1,990	1,598			
June .....	3,494	4,114	4,527	4,330	4,274	4,749	1,778	1,871	1,945			
July .....	4,097	4,165	4,097	4,887	4,850	5,860	1,368	1,381	1,549			
August .....	3,687	4,537	4,527	5,577	4,898	6,004	1,060	1,555	1,675			
September .....	4,286	4,887	4,619	4,511	4,461	5,323	1,702	2,157	2,008			
October .....	4,499	5,054	4,969	4,376	4,107	4,871	2,236	2,597	3,082			
November .....	4,559	4,832	4,892	3,579	3,888	4,652	2,442	3,893	3,556			
December .....	5,394	6,051	6,159	3,862	4,306	4,940	2,887	4,188	4,188			
<b>Annual Total .....</b>	<b>47,988</b>	<b>52,961</b>	<b>52,078</b>	<b>50,656</b>	<b>49,824</b>	<b>57,063</b>	<b>26,730</b>	<b>31,740</b>	<b>33,797</b>			
	Drug Stores			Jewellery Stores			Miscellaneous					
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
January .....	2,274	2,450	2,598	620	824	842	7,052	9,037	10,513			
February .....	2,230	2,338	2,642	738	758	875	6,889	8,317	9,422			
March .....	2,434	2,573	2,996	937	857	980	10,965	10,566	12,879			
April .....	2,451	2,608	2,647	820	952	914	9,921	11,822	13,928			
May .....	2,402	2,507	2,837	874	993	1,074	10,586	13,419	16,575			
June .....	2,280	2,521	2,869	1,035	1,159	1,262	11,271	14,787	15,909			
July .....	2,421	2,516	2,900	1,001	1,073	1,140	10,277	13,311	15,629			
August .....	2,353	2,554	2,996	1,043	1,191	1,269	11,703	14,214	18,636			
September .....	2,335	2,658	2,997	1,081	1,186	1,287	10,953	13,424	16,606			
October .....	2,439	2,679	3,085	996	1,093	1,143	10,380	12,104	15,019			
November .....	2,292	2,502	2,937	1,080	1,242	1,443	9,142	10,016	13,096			
December .....	3,250	3,673	4,225	2,848	3,343	3,618	13,283	11,384	13,639			
<b>Annual Total .....</b>	<b>29,161</b>	<b>31,579</b>	<b>35,729</b>	<b>13,073</b>	<b>14,673</b>	<b>15,849</b>	<b>122,422</b>	<b>142,400</b>	<b>171,852</b>			



## Current Retail Trade Statistics

### Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specially food stores, government liquor stores, brewers' retail stores, wine stores etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed—cash and carry characteristics—popularly known as 5¢—\$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio stores include those stores selling mainly furniture or appliances and radio along with those stores selling a combination of furniture and appliances.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.





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CANADA



# RETAIL TRADE

1957

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division





DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division

RETAIL TRADE  
1957

*Published by Authority of*  
The Honourable Gordon Churchill, Minister of Trade and Commerce

## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

### Part I — Wholesale Statistics

- A — Wholesale Trade
- B — Operating Results of Food Wholesalers
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers
- 2 Operating Results of Drug Wholesalers
- 3 Operating Results of Hardware Wholesalers
- 4 Operating Results of Plumbing and Heating Supply Wholesalers
- 5 Operating Results of Household Appliance & Electrical Supply Wholesalers
- E — Agents and Brokers, Wholesale Trade (Memorandum)

### Part II — Retail Statistics

- F — Retail Trade
- G — Retail Chain Stores
- H — Operating Results of Food Store Chains
- I — Operating Results of Clothing Store Chains
- J — 1 Operating Results of Variety Store Chains
- 2 Operating Results of Drug Store Chains
- 3 Operating Results of Furniture Store Chains
- \*K — Operating Results of Independent Food Stores
- \*L — Operating Results of Independent Clothing Stores
- \*M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores
- \*N — Operating Results of Filling Stations and Garages
- \*O — 1 Operating Results of Independent General Stores
- 2 Operating Results of Independent Restaurants
- 3 Operating Results of Independent Fuel Dealers
- 4 Operating Results of Independent Drug Stores
- 5 Operating Results of Independent Jewellery Stores
- 6 Operating Results of Independent Tobacco Stores
- P — Retail Credit, 25¢

### Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers
- R — Motion Picture Theatres, Exhibitors and Distributors
- S — Hotels
- T — Sales Financing
- U — Farm Implement and Equipment Sales
- V — New Motor Vehicle Sales and Motor Vehicle Financing
- W — Advertising Agencies (Memorandum)
- X — Motion Picture Production (Memorandum)

The reports are punched to permit of filing in a ring binder.

\* Biennial reports — not issued for 1957.

*Prices of most reports released after January 1, 1959 have been increased. Information on the new prices of particular issues is available on request from the Information Services Division of the Dominion Bureau of Statistics.*

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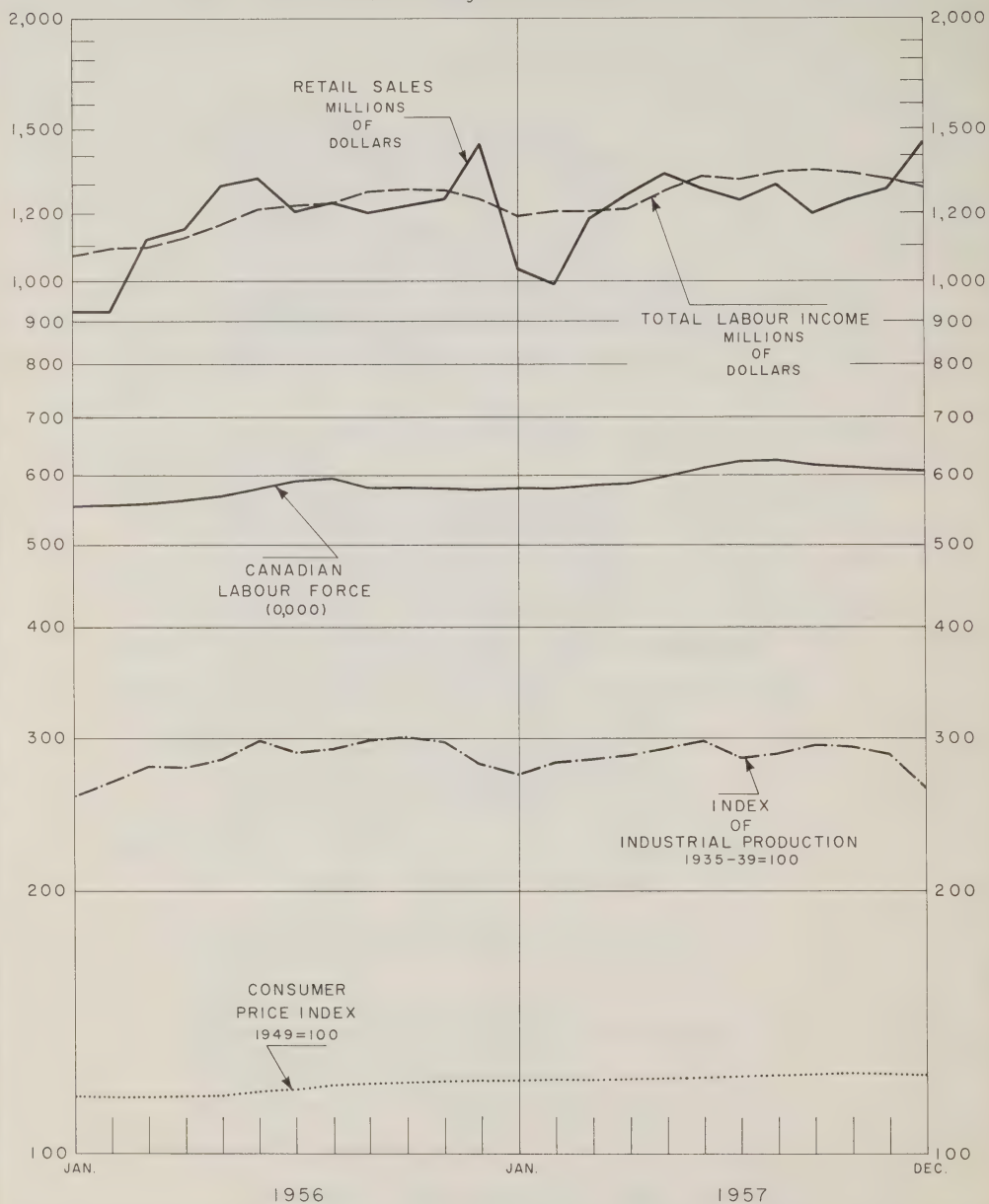
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## CANADIAN ECONOMIC TRENDS

(Semi-logarithmic Scale)



## RETAIL TRADE

### 1957

Since 1955, estimated retail sales in Canada have continued to increase in dollar volume reaching an all-time high of \$14,826,441,000 in 1957. This is an increase of 3.7 per cent over the 1956 record of \$14,297,557,000.

All provinces registered increased sales in 1957, with Quebec showing the largest gain (6.0 per cent) over the previous year. The remaining provinces had the following percentage increases: Saskatchewan, 5.2 per cent; Alberta, 4.5 per cent; Manitoba, 3.7 per cent; Ontario, 3.0 per cent; Atlantic Provinces, 1.9 per cent; and British Columbia, 1.4 per cent.

All trades with the exception of Motor Vehicle Dealers, Lumber and Building Material Dealers, and Furniture, Appliance and Radio Stores showed larger sales than in 1956. Garages and Filling Stations experienced the largest percentage increase in dollar volume over the previous year with a gain of 14.3 per cent. Significant increases in sales were also registered in the following trades: Grocery and Combination Stores, 9.7 per cent; Drug Stores, 8.7 per cent; and Variety Stores, 7.8 per cent.

It should be noted that the estimates of retail sales represent total dollar volume and have not been adjusted for price changes nor, in the monthly distribution, for seasonal variation.

The continual changing structure of retail trade makes it necessary for the Dominion Bureau of Statistics to estimate the effect of "births" and "deaths" of retail establishments. The estimates contained within this bulletin have been revised to take into account these adjustments and, therefore, differ from the preliminary estimates of retail sales for 1957 which are found in the December 1957 bulletin on retail trade.

These estimates have been obtained from an annual survey of approximately 13,000 retail stores in all trades and areas which are combined with sales of department stores and all known retail chain stores. Annual chain store sales are compiled from an annual census of all chain store firms in every trade and area. A monthly sample of indepen-

dent, chain and department store firms for which sales estimates are compiled and published monthly has been used to pro-rate the annual totals to a monthly basis.

#### Atlantic Province Estimates

During the years between the Decennial Censuses, sales estimates for the Atlantic Provinces have been compiled as a group. However, to meet urgent requests for separate annual sales estimates for each province, the Dominion Bureau of Statistics has enlarged the number of firms sampled in this region. This has enabled the publication of separate estimates for total trade and certain selected trades for each province.

The methods employed in estimating retail sales for individual Atlantic Provinces remain basically the same as those used in estimating retail sales in the Atlantic Provinces as a whole. The increased sample, however, necessitated the linking of the 1957 sales of these firms to their 1951 Census sales figures instead of the usual procedure of linking to the previous year.

A study was made to determine any differences in the final retail sales estimates for the Atlantic Provinces by using the enlarged sample and linking 1957-1951 and by using the former smaller sample and projecting from year to year through the 1951-1957 period. It was found that, in total, the difference amounted to less than 1 per cent. By trades, however, more significant discrepancies appeared. It can be assumed that the increase in the number of firms sampled and the slightly different approach in the estimating procedure has led to a more accurate sales estimate for the individual trades. It was decided that no sales figures for the years 1955 and 1956, based on the smaller sample, would be shown for these trades as they may give an erroneous picture of the sales trend for this period. Because of the relatively small sales volume in the Atlantic Provinces, the effect on total Canada sales by trades was negligible and, therefore, comparisons with previous years are valid.

## RETAIL TRADE, 1957

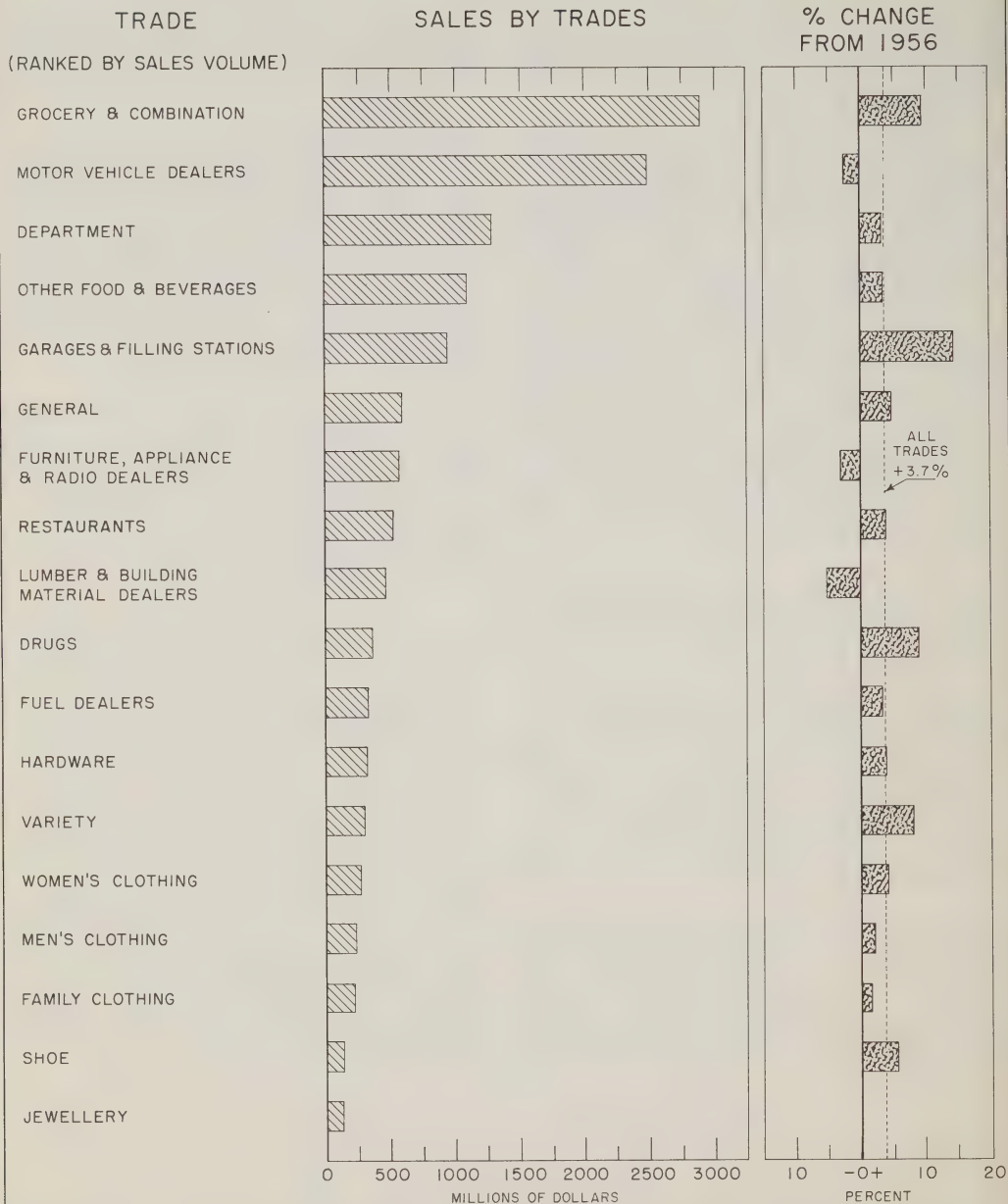


TABLE 1. Retail Trade in Canada, 1930-1957, by Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	thousands of dollars							
1930	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932	1,908,301	140,276	461,874	783,373	130,562	111,593	115,278	165,250
1933	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940	2,935,198	234,850	682,629	1,191,114	182,469	173,878	197,720	272,738
1941	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942	3,618,824	300,996	875,005	1,446,549	205,984	200,568	243,046	346,076
1943	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944	4,093,487	351,325	975,950	1,573,688	243,009	249,575	296,044	404,096
1945	4,573,126	387,020	1,080,810	1,773,539	269,375	278,376	328,515	454,891
1946	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953	12,128,034	1,017,854	2,756,136	4,615,976	677,161	845,036	987,493	1,228,373
1954	12,065,758	1,025,222	2,797,617	4,634,450	637,044	753,295	963,630	1,249,499
1955	13,111,895	1,127,112	3,005,671	5,115,239	669,254	747,985	1,034,995	1,411,640
1956	14,297,657	1,211,156	3,322,150	5,498,554	700,145	812,261	1,156,960	1,594,331
1957	14,826,441	1,233,870	3,521,412	5,663,428	725,819	854,751	1,211,019	1,616,143

TABLE 2. Percentage of Sales of Major Trades to Total Volume for Specified Years

	1930	1933	1937	1941	1944	1947	1951	1954	1956	1957
<b>Total, all trades</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and combination stores	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	18.4	19.5
General stores	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.0	4.0
Department stores	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.8	8.7	8.6
Motor vehicle dealers	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	17.8	16.8
Hardware and building material dealers	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.4	5.1
Furniture and household appliance stores	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	4.1	3.8
Clothing and shoe stores	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.7	5.7
Total, major trades	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	64.1	63.5
All other trades	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	35.9	36.5

TABLE 3. Percentage Changes in Retail Trade - 1957-56 by Provinces and Kinds of Business

	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>Total, all trades</b>	<b>+ 3.7</b>	<b>+ 1.9</b>	<b>+ 6.0</b>	<b>+ 3.0</b>	<b>+ 3.7</b>	<b>+ 5.2</b>	<b>+ 4.5</b>	<b>+ 1.4</b>
Grocery and combination stores	+ 9.7		+ 8.1	+10.8	+ 4.2	+ 7.9	+13.2	+10.6
Other food and beverage stores	+ 3.6		+ 9.7	+ 6.2	+ 9.5	+ 6.1	- 2.5	-12.1
General stores	+ 4.8		+ 0.6	+ 6.4	+ 5.5	+ 9.5	+ 1.0	- 0.6
Department stores	+ 3.2		+ 2.3	+ 4.1	+ 1.7	+ 1.7	+ 8.0	+ 4.9
Variety stores	+ 7.8		+ 7.1	+ 8.0	+10.4	+ 7.1	+ 4.6	+ 7.9
Motor vehicle dealers	- 2.3		+ 3.7	- 8.6	+10.2	+ 5.0	+ 2.8	- 6.3
Garages and filling stations	+14.3		+19.4	+14.7	+ 1.5	+20.2	+ 2.4	+11.4
Men's clothing stores	+ 2.3	(1956	- 0.5	+ 3.7	- 4.1	+ 8.1	- 0.6	+ 4.7
Family clothing stores	+ 1.4	sales by	- 0.2	- 1.3	+ 8.3	+12.2	+ 8.2	+ 0.3
Women's clothing stores	+ 3.9	trades not	+ 9.4	+ 3.6	+ 3.8	+ 3.5	+ 5.9	+ 1.9
Shoe stores	+ 5.6	comparable	+10.6	+ 4.6	+10.8	+ 7.6	+ 5.9	- 2.7
Hardware stores	+ 4.0	to 1957)	+ 9.8	+ 1.5	+ 0.8	+ 2.2	+ 9.2	+10.5
Lumber and building material dealers	- 5.3		- 5.1	- 6.9	- 7.2	+ 3.3	-11.3	- 1.8
Furniture, appliance and radio stores	- 2.9		- 0.4	- 7.9	+ 8.3	+21.8	+11.1	- 3.8
Restaurants	+ 3.8		+ 7.1	+ 2.4	+ 0.1	+ 3.5	+ 3.4	+ 3.3
Fuel dealers	+ 3.1		+ 4.7	+ 4.4	+18.4	- 6.0	+11.9	- 9.5
Drug stores	+ 8.7		+12.7	+ 6.7	+ 3.9	+ 2.4	+11.0	+ 8.3
Jewellery stores	+ 0.2		- 2.4	+ 0.4	+ 1.3	+ 3.0	+ 0.1	+ 3.3
Miscellaneous	+ 2.2		+ 5.1	+ 3.5	- 3.4	- 3.7	+ 2.9	+ 7.7



TABLE 4. Estimated Retail Trade—Chain and Independent—by Provinces and Kinds of Business, 1957

No.		All stores	Chain stores	Independent stores
		Canada		
		thousands of dollars		
1	Total, all trades .....	14,826,441	2,841,569	11,984,872
2	Grocery and combination stores .....	2,894,410	1,241,725	1,652,685
3	Other food and beverage stores .....	1,081,490	557,728	523,762
4	General stores .....	595,493	42,774	552,719
5	Department stores .....	1,281,750	—	1,281,750
6	Variety stores .....	295,759	247,223	48,536
7	Motor vehicle dealers .....	2,483,446	25,061	2,458,385
8	Garages and filling stations .....	939,245	4,719	934,526
9	Men's clothing stores .....	235,368	28,159	207,209
10	Family clothing stores .....	217,729	40,459	177,270
11	Women's clothing stores .....	256,977	70,707	186,270
12	Shoe stores .....	136,262	57,822	78,440
13	Hardware stores .....	302,366	39,483	262,883
14	Lumber and building material dealers .....	457,809	97,254	360,554
15	Furniture, appliance and radio dealers .....	567,284	126,337	440,946
16	Restaurants .....	527,563	36,194	491,369
17	Fuel dealers .....	321,714	4,744	316,970
18	Drug stores .....	357,579	45,437	312,143
19	Jewellery stores .....	130,908	45,205	85,703
20	Miscellaneous .....	1,743,288	130,536	1,612,752
		Manitoba		
1	Total, all trades .....	725,819	112,126	613,693
2	Grocery and combination stores .....	118,144	45,973	72,171
3	Other food and beverage stores .....	35,436	22,195	13,242
4	General stores .....	49,948	<sup>1</sup>	<sup>1</sup>
5	Department stores .....	112,043	—	112,043
6	Variety stores .....	7,284	7,003	281
7	Motor vehicle dealers .....	118,571	—	118,571
8	Garages and filling stations .....	29,853	<sup>1</sup>	<sup>1</sup>
9	Men's clothing stores .....	7,329	<sup>1</sup>	<sup>1</sup>
10	Family clothing stores .....	8,676	<sup>1</sup>	<sup>1</sup>
11	Women's clothing stores .....	5,996	1,920	4,076
12	Shoe stores .....	3,342	1,015	2,327
13	Hardware stores .....	18,536	<sup>1</sup>	<sup>1</sup>
14	Lumber and building material dealers .....	39,902	9,883	30,020
15	Furniture, appliance and radio dealers .....	22,371	6,024	16,346
16	Restaurants .....	25,464	2,190	23,274
17	Fuel dealers .....	9,247	—	9,247
18	Drug stores .....	17,416	<sup>1</sup>	<sup>1</sup>
19	Jewellery stores .....	5,727	<sup>1</sup>	<sup>1</sup>
20	Miscellaneous .....	90,536	5,572	84,964

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.

TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1957

All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	
Atlantic Provinces			Quebec			Ontario			
thousands of dollars									No.
1,233,870	203,475	1,030,394	3,521,412	576,716	2,944,696	5,663,428	1,335,056	4,328,371	1
272,314	55,924	216,390	808,984	255,195	553,788	1,136,103	660,417	475,686	2
90,770	<sup>1</sup>	<sup>1</sup>	299,641	93,802	205,839	430,874	254,620	176,254	3
133,646	12,178	121,467	97,972	8,257	89,715	114,990	5,868	109,122	4
94,031	—	94,031	225,560	—	225,560	428,093	—	428,093	5
30,420	27,351	3,069	78,252	64,587	13,665	138,341	115,193	23,148	6
212,314	<sup>1</sup>	<sup>1</sup>	542,968	—	542,968	863,002	<sup>1</sup>	<sup>1</sup>	7
73,628	<sup>1</sup>	<sup>1</sup>	207,391	228	207,163	409,853	<sup>1</sup>	<sup>1</sup>	8
13,058	<sup>1</sup>	<sup>1</sup>	62,131	6,044	56,087	97,452	19,084	78,368	9
31,875	<sup>1</sup>	<sup>1</sup>	77,315	18,394	58,921	63,185	12,119	51,066	10
12,361	2,009	10,352	71,026	17,316	53,710	108,171	35,943	72,228	11
10,059	<sup>1</sup>	<sup>1</sup>	36,574	16,196	20,377	63,327	31,346	31,980	12
19,953	<sup>1</sup>	<sup>1</sup>	61,730	<sup>1</sup>	<sup>1</sup>	106,143	8,880	97,263	13
17,800	—	17,800	86,910	<sup>1</sup>	<sup>1</sup>	162,916	22,847	140,068	14
40,515	9,728	30,786	161,698	37,880	123,818	227,018	50,003	177,016	15
24,740	700	24,040	136,162	8,274	127,888	209,966	13,885	196,082	16
18,427	—	18,427	89,069	—	89,069	167,206	<sup>1</sup>	<sup>1</sup>	17
26,204	2,425	23,779	74,673	6,293	68,380	152,479	20,834	131,645	18
9,354	2,461	6,893	26,749	7,839	18,910	58,286	21,184	37,101	19
102,403	4,535	97,868	376,606	24,883	351,723	726,021	57,655	668,366	20
Saskatchewan			Alberta			British Columbia			
854,751	118,935	735,816	1,211,019	197,763	1,013,255	1,616,143	297,496	1,318,646	1
112,232	30,752	81,480	184,581	77,287	107,295	262,053	116,178	145,875	2
34,299	20,584	13,714	62,665	38,696	23,970	127,806	71,927	55,878	3
85,289	<sup>1</sup>	<sup>1</sup>	57,083	<sup>1</sup>	<sup>1</sup>	56,565	8,361	48,204	4
64,002	—	64,002	137,999	—	137,999	220,022	—	220,022	5
10,149	8,726	1,423	15,726	12,851	2,875	15,587	11,511	4,076	6
176,956	—	176,956	246,772	—	246,772	322,862	—	322,862	7
57,366	<sup>1</sup>	<sup>1</sup>	75,364	<sup>1</sup>	<sup>1</sup>	85,790	<sup>1</sup>	<sup>1</sup>	8
8,683	<sup>1</sup>	<sup>1</sup>	22,491	<sup>1</sup>	<sup>1</sup>	24,224	<sup>1</sup>	<sup>1</sup>	9
10,363	<sup>1</sup>	<sup>1</sup>	14,841	2,530	12,312	11,472	<sup>1</sup>	<sup>1</sup>	10
7,870	2,122	5,748	22,533	4,378	18,155	29,019	7,018	22,001	11
3,474	1,038	2,436	7,863	3,237	4,626	11,625	2,739	8,885	12
31,369	<sup>1</sup>	<sup>1</sup>	40,567	<sup>1</sup>	<sup>1</sup>	24,069	<sup>1</sup>	<sup>1</sup>	13
51,231	28,736	22,495	53,719	26,504	27,216	45,331	5,433	39,897	14
20,956	4,716	16,240	44,629	5,937	38,692	50,097	12,050	38,047	15
29,366	451	28,915	42,906	1,810	41,096	58,960	8,885	50,075	16
6,288	—	6,288	880	—	880	30,597	<sup>1</sup>	<sup>1</sup>	17
19,820	<sup>1</sup>	<sup>1</sup>	28,309	3,334	24,975	38,679	10,017	28,662	18
6,985	2,447	4,538	7,436	3,963	3,473	16,371	5,508	10,864	19
118,054	4,307	113,748	144,655	6,025	138,629	185,013	27,560	157,454	20

TABLE 5. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	863,066	923,914	1,034,587	182,429	190,258	219,165	63,157	66,860	70,583			
February .....	831,612	922,604	996,656	178,588	193,106	212,553	63,458	69,520	73,022			
March .....	968,125	1,122,281	1,188,374	194,577	224,574	242,691	67,727	83,217	80,193			
April .....	1,127,843	1,158,780	1,260,238	208,501	203,225	228,250	77,428	74,599	81,877			
May .....	1,156,197	1,292,514	1,339,397	197,175	218,402	249,279	73,857	82,636	88,100			
June .....	1,200,178	1,318,056	1,287,943	207,892	238,288	249,734	80,066	90,405	90,091			
July .....	1,112,753	1,201,738	1,246,816	208,333	217,736	239,755	82,640	86,695	92,901			
August .....	1,107,287	1,239,329	1,292,576	195,230	221,410	260,384	80,512	91,216	101,057			
September .....	1,132,512	1,200,783	1,203,552	205,171	223,042	231,413	79,191	85,826	86,772			
October .....	1,137,026	1,227,420	1,240,254	208,295	223,233	242,794	80,610	87,927	90,704			
November .....	1,118,701	1,246,475	1,286,212	197,892	225,959	256,902	75,937	87,911	92,627			
December .....	1,356,596	1,443,664	1,449,836	245,498	259,745	261,491	124,987	137,277	133,567			
Annual total ..	13,111,895	14,297,557	14,826,441	2,429,581	2,638,978	2,894,410	949,570	1,044,087	1,081,490			
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	34,189	35,117	39,184	68,996	74,188	77,837	12,858	14,005	15,100			
February .....	32,177	34,725	36,887	67,770	75,061	76,371	13,194	14,318	15,707			
March .....	35,705	40,095	43,022	81,722	93,454	93,653	15,179	20,748	19,345			
April .....	41,754	40,149	45,661	90,203	94,829	104,394	21,434	19,046	24,422			
May .....	45,898	50,130	53,448	93,071	102,829	107,601	19,425	21,038	22,790			
June .....	46,879	52,121	53,840	90,360	99,529	96,723	20,365	23,970	24,062			
July .....	47,302	49,687	52,742	71,356	78,795	83,559	19,390	20,814	23,675			
August .....	46,708	51,637	56,347	81,282	91,605	97,848	18,160	21,277	24,326			
September .....	48,035	50,883	50,098	102,275	106,525	110,993	20,633	22,072	22,296			
October .....	48,575	52,302	53,055	107,331	115,830	117,411	21,820	22,638	24,427			
November .....	46,607	51,619	52,126	133,020	140,198	143,865	22,885	25,860	28,012			
December .....	55,928	59,893	59,083	163,068	169,388	171,496	44,884	48,671	51,596			
Annual total ..	529,757	568,357	595,493	1,150,456	1,242,231	1,281,750	250,228	274,458	295,759			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	130,327	138,424	174,806	51,218	58,728	71,076	16,607	16,909	18,221	12,834	12,730	13,224
February .....	140,762	157,408	181,728	47,459	56,409	62,657	11,884	13,114	13,945	9,596	9,793	10,916
March .....	191,271	209,623	237,643	52,113	62,632	72,441	13,760	17,121	17,550	12,318	16,424	15,443
April .....	249,408	268,026	270,445	57,298	63,333	76,347	18,984	16,553	19,103	18,439	16,212	19,021
May .....	269,172	292,939	272,112	63,043	74,368	83,093	15,994	17,408	18,646	15,498	16,838	17,683
June .....	273,637	274,500	242,002	64,827	75,053	83,219	17,925	20,779	20,422	16,433	19,185	18,028
July .....	224,526	246,426	226,257	67,545	75,340	88,096	15,002	15,298	16,350	14,313	14,581	15,018
August .....	213,967	229,834	205,317	66,394	76,424	87,631	13,793	15,918	17,542	13,724	15,998	16,819
September .....	191,487	192,095	184,720	62,369	69,222	78,371	16,326	17,850	17,084	16,776	18,361	17,208
October .....	177,286	185,277	168,230	63,287	72,079	80,297	19,321	20,297	19,776	19,720	20,271	20,513
November .....	158,551	178,423	165,013	61,462	71,181	78,226	21,907	24,645	23,581	20,278	23,257	22,942
December .....	149,665	168,739	155,174	61,063	66,795	77,791	32,761	34,183	33,149	29,967	31,111	30,915
Annual total ..	2,370,062	2,541,712	2,483,446	717,878	821,564	939,245	214,264	230,076	235,368	199,897	214,762	217,729

TABLE 5. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
thousands of dollars												
January .....	15,186	16,098	16,432	8,244	8,091	8,258	13,807	15,165	16,697	22,968	25,949	24,198
February .....	12,032	12,884	14,032	6,146	6,186	6,688	13,174	15,185	15,596	21,190	25,421	23,171
March .....	15,150	19,998	19,239	7,575	9,854	9,804	15,238	18,511	19,932	25,318	28,224	27,842
April .....	21,603	19,741	22,859	12,060	10,141	12,425	19,822	20,966	23,542	28,394	33,846	31,281
May .....	19,441	21,445	22,924	10,894	11,322	12,340	23,435	26,488	28,599	41,724	47,257	45,239
June .....	19,786	22,102	21,816	11,840	13,401	13,001	24,660	28,598	28,494	48,039	50,625	46,076
July .....	16,881	17,905	19,344	10,020	10,333	11,229	22,553	25,867	27,410	45,104	50,258	48,822
August .....	15,108	17,496	20,485	8,819	10,221	11,633	22,891	27,109	27,672	51,305	53,946	48,645
September .....	19,263	21,036	20,822	11,037	11,310	11,454	24,267	26,795	26,958	49,878	46,872	45,060
October .....	20,277	22,657	22,252	10,396	10,242	10,957	24,291	27,169	27,987	47,264	49,641	46,398
November .....	19,504	22,737	23,688	10,849	12,493	12,278	22,728	26,689	26,641	40,813	43,027	41,594
December .....	30,937	33,206	33,082	15,335	15,469	16,194	29,160	32,199	32,840	28,664	28,421	29,482
Annual total .....	225,168	247,304	256,977	123,216	129,065	136,262	256,027	290,741	302,366	450,661	483,488	457,809
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	38,237	42,860	40,469	34,905	36,933	38,297	33,304	40,567	48,992			
February .....	35,277	38,350	38,451	32,164	35,388	37,241	30,149	36,188	38,986			
March .....	39,097	43,140	43,200	35,351	39,048	42,553	30,087	36,019	33,198			
April .....	42,084	44,608	43,446	38,211	40,238	42,301	16,325	23,305	24,645			
May .....	42,976	48,220	47,854	39,541	43,318	45,925	11,687	18,490	16,618			
June .....	43,031	49,800	45,479	40,289	44,921	45,558	11,411	13,770	13,258			
July .....	41,984	45,074	44,414	43,336	46,753	49,032	9,873	12,799	12,825			
August .....	45,795	48,245	48,740	43,833	48,080	50,267	12,268	15,741	14,955			
September .....	51,427	53,076	50,948	41,943	44,984	45,725	18,552	23,272	19,823			
October .....	52,524	56,629	52,055	41,166	44,346	43,635	22,157	25,013	27,773			
November .....	50,235	54,363	55,076	37,491	41,909	43,366	31,215	30,064	32,588			
December .....	57,881	59,908	57,152	39,383	42,330	43,661	40,916	36,842	38,053			
Annual total .....	540,546	584,272	567,284	467,611	508,248	527,563	267,945	312,070	321,714			
Drug stores				Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	23,714	25,229	27,367	6,909	7,015	7,265	93,176	98,789	107,418			
February .....	22,286	24,771	26,212	6,466	7,012	7,938	87,839	97,766	104,556			
March .....	24,044	27,482	28,267	7,148	8,389	8,308	104,744	123,725	134,048			
April .....	24,857	25,431	28,019	8,113	8,189	9,123	132,925	136,344	153,083			
May .....	24,017	26,582	29,608	8,545	9,630	10,116	140,806	163,173	167,421			
June .....	24,302	27,134	28,451	10,243	10,199	10,023	148,393	163,675	157,668			
July .....	24,378	26,385	28,940	8,366	8,523	9,217	139,851	152,469	157,228			
August .....	24,331	26,930	29,653	8,719	9,447	10,522	144,448	166,796	162,732			
September .....	25,077	26,963	28,916	9,717	9,882	9,422	139,087	150,716	145,468			
October .....	25,564	28,258	33,252	9,721	10,076	9,012	137,422	153,536	149,727			
November .....	23,821	26,741	29,453	11,556	12,641	11,850	131,948	146,757	146,384			
December .....	33,951	37,123	39,443	28,198	29,634	28,112	144,349	152,728	157,554			
Annual total .....	300,341	329,028	357,579	123,702	130,639	130,908	1,544,987	1,706,474	1,743,288			



TABLE 5. Atlantic Provinces — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	70, 414	73, 530	79, 343				20, 345			5, 886		
February .....	68, 964	75, 186	79, 218				19, 928			6, 195		
March .....	83, 227	91, 936	95, 708				22, 855			6, 670		
April .....	96, 688	97, 141	104, 074				21, 334			6, 700		
May .....	99, 982	112, 643	113, 461				23, 494			7, 468		
June .....	103, 352	113, 586	111, 209	Not comparable			23, 187	Not comparable		7, 936		
July .....	101, 837	108, 239	107, 429	to			23, 526	to		8, 610		
August .....	97, 887	107, 352	111, 320	1957			24, 845	1957		9, 249		
September .....	95, 168	99, 707	100, 864				22, 356			7, 217		
October .....	95, 836	102, 319	100, 386				22, 422			7, 415		
November .....	93, 863	105, 284	106, 086				23, 664			7, 318		
December .....	119, 893	124, 233	124, 771				24, 356			10, 105		
Annual total .....	1, 127, 112	1, 211, 156	1, 233, 870				272, 314			90, 770		
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....			8, 857			5, 172			1, 300			
February .....			8, 379			5, 250			1, 478			
March .....			9, 755			6, 712			1, 871			
April .....			10, 023			8, 235			2, 466			
May .....			12, 460			8, 494			2, 297			
June .....	Not comparable		12, 092	Not comparable		7, 469	Not comparable		2, 428			
July .....	to		11, 808	to		6, 216	to		2, 483			
August .....	1957		12, 168	1957		6, 856	1957		2, 533			
September .....			10, 965			7, 187			2, 295			
October .....			11, 428			8, 404			2, 374			
November .....			11, 685			10, 868			3, 118			
December .....			14, 025			13, 167			5, 777			
Annual total .....			133, 646			94, 031			30, 420			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....			11, 259			5, 363			912			1, 846
February .....			13, 089			4, 605			805			1, 573
March .....			18, 656			5, 529			904			2, 058
April .....			23, 918			5, 593			1, 083			2, 687
May .....			25, 866			6, 581			988			2, 736
June .....	Not comparable		22, 848	Not comparable		6, 668	Not comparable		1, 073	Not comparable		2, 832
July .....	to		20, 606	to		7, 440	to		960	to		2, 199
August .....	1957		18, 462	1957		7, 634	1957		1, 044	1957		2, 377
September .....			16, 884			6, 371			906			2, 307
October .....			14, 043			6, 108			985			2, 732
November .....			13, 751			6, 171			1, 218			3, 210
December .....			12, 932			5, 565			2, 182			5, 320
Annual total .....			212, 314			73, 628			13, 058			31, 875

TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
thousands of dollars												
January .....			702			513			1,091			968
February .....			618			480			953			844
March .....			808			646			1,116			1,056
April .....			1,050			893			1,352			1,107
May .....			1,083			922			1,842			1,612
June .....			1,008			1,005			1,912			1,895
July .....	Not comparable		941	Not comparable		819	Not comparable		1,995	Not comparable		1,897
August .....	to		995	to		880	to		1,995	to		1,917
September .....	1957		1,042	1957		851	1957		1,945	1957		1,846
October .....			1,090			776			1,977			1,865
November .....			1,201			883			1,756			1,514
December .....			1,822			1,391			2,018			1,278
Annual total .....			12,361			10,059			19,953			17,800
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....			2,317			1,758						2,721
February .....			2,600			1,711						2,281
March .....			3,026			1,899						1,857
April .....			2,976			1,945						1,527
May .....			3,240			2,018						1,012
June .....			3,175			2,029						666
July .....	Not comparable		3,192	Not comparable		2,608	Not comparable					721
August .....	to		3,520	to		2,657	to					758
September .....	1957		3,735	1957		2,167	1957					1,234
October .....			3,782			1,926						1,758
November .....			3,645			1,860						1,909
December .....			5,306			2,060						1,984
Annual total .....			40,515			24,740						18,427
Drug stores				Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....			1,948			415						5,971
February .....			1,905			481						6,042
March .....			2,068			518						7,604
April .....			2,056			547						8,581
May .....			2,123			658						8,567
June .....			2,007			672						10,305
July .....	Not comparable		2,091	Not comparable		788	Not comparable					8,527
August .....	to		2,251	to		1,021	to					10,158
September .....	1957		2,060	1957		739	1957					8,757
October .....			2,497			597						8,208
November .....			2,218			808						9,287
December .....			2,979			2,110						10,396
Annual total .....			26,204			9,354						102,403

TABLE 5. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1955, 1956 and 1957 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	198,882	217,357	245,206	51,738	55,462	62,359	17,860	19,384	21,134			
February .....	192,512	220,990	241,913	50,009	54,958	60,292	17,450	19,830	20,883			
March .....	225,180	273,087	286,279	54,702	63,957	67,062	17,813	22,336	21,506			
April .....	262,181	274,413	303,007	58,085	58,233	64,392	21,153	20,902	22,872			
May .....	270,419	303,027	323,227	55,143	62,444	70,719	20,016	22,444	24,511			
June .....	273,513	303,837	299,674	58,290	68,059	68,661	20,722	22,879	23,287			
July .....	243,117	270,192	286,458	56,647	60,022	66,464	19,946	22,407	24,574			
August .....	245,156	280,170	299,529	54,619	62,934	71,189	20,004	21,330	26,886			
September .....	259,383	276,249	284,395	57,031	62,521	64,577	20,586	22,017	25,064			
October .....	263,070	282,737	298,705	57,832	62,800	67,808	21,236	23,133	27,152			
November .....	260,462	290,955	311,085	55,402	63,901	71,588	21,140	23,620	27,340			
December .....	311,794	329,139	341,934	68,101	73,245	73,872	30,422	32,442	34,426			
Annual total .....	3,005,671	3,322,150	3,521,412	677,599	748,536	808,984	248,348	273,226	299,641			
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	5,494	5,776	6,335	11,838	12,986	13,038	3,636	3,850	4,105			
February .....	5,035	5,650	5,485	12,222	13,676	13,813	3,525	3,850	4,214			
March .....	5,369	6,391	6,350	15,133	17,131	17,250	4,114	5,730	5,349			
April .....	6,320	6,110	7,102	17,206	17,189	17,808	6,088	5,106	6,757			
May .....	7,451	8,206	8,366	17,979	19,382	20,196	5,776	5,998	6,540			
June .....	7,919	8,791	8,736	16,672	17,839	17,322	5,977	6,812	6,760			
July .....	7,835	8,521	8,447	11,514	12,550	13,378	5,193	5,493	5,956			
August .....	7,893	8,855	9,093	14,451	15,882	15,613	5,078	5,942	6,668			
September .....	8,924	9,028	8,780	19,373	20,264	20,061	5,864	5,978	5,845			
October .....	9,473	9,848	10,009	19,445	20,029	20,369	6,176	6,078	6,456			
November .....	9,169	9,783	9,447	23,826	23,993	25,216	5,788	6,468	6,873			
December .....	9,885	10,473	9,823	29,939	29,550	30,495	11,234	11,734	12,730			
Annual total .....	90,768	97,432	97,972	209,598	220,470	225,560	68,448	73,040	78,252			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	25,391	27,356	35,688	10,788	12,976	15,719	3,942	4,216	4,336	4,277	4,423	4,556
February .....	28,548	34,872	41,785	9,888	12,182	13,699	2,936	3,212	3,271	3,264	3,471	3,990
March .....	40,305	48,657	55,153	10,603	13,947	15,518	3,793	5,245	5,046	4,366	6,280	5,971
April .....	51,676	59,386	62,800	11,372	13,015	16,341	5,956	4,774	5,570	6,902	6,257	7,407
May .....	58,477	63,427	61,896	12,904	15,148	17,873	4,578	4,601	5,261	5,704	6,245	6,525
June .....	53,567	54,592	52,647	13,177	15,765	17,731	5,232	5,988	5,796	5,845	6,894	6,478
July .....	42,563	49,370	48,053	13,501	15,556	18,885	3,919	4,014	4,292	4,688	4,998	5,183
August .....	38,676	44,707	44,079	13,479	16,261	19,315	4,221	4,632	4,927	4,845	5,868	5,808
September .....	36,346	36,794	38,271	12,586	14,798	17,624	4,439	4,712	4,482	5,911	6,642	5,975
October .....	33,983	36,013	36,775	13,252	15,313	18,022	5,543	5,724	5,256	7,159	7,480	7,167
November .....	29,820	36,548	36,695	12,800	14,781	18,558	6,095	7,152	6,067	7,294	8,761	8,279
December .....	26,285	31,895	30,126	13,026	13,972	18,108	8,116	8,171	7,828	9,828	10,120	9,977
Annual total .....	465,636	523,617	542,968	147,377	173,714	207,391	58,769	62,441	62,131	70,084	77,440	77,315

TABLE 5. Quebec—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
thousands of dollars												
January .....	3,400	3,947	4,275	1,992	1,788	1,978	2,397	2,488	3,212	3,846	4,711	4,221
February .....	3,064	3,284	3,950	1,591	1,471	1,613	2,388	2,701	3,050	3,694	5,074	4,670
March .....	3,910	5,710	5,733	1,815	2,506	2,613	2,845	3,388	3,968	5,356	5,992	6,222
April .....	6,226	5,524	6,844	3,411	2,618	3,410	3,502	3,865	5,016	5,691	7,352	7,145
May .....	5,432	5,793	6,630	3,140	2,873	3,359	5,010	5,632	6,028	7,850	9,030	9,097
June .....	5,824	6,626	6,472	3,374	3,611	3,733	5,167	5,785	5,719	9,383	9,694	8,269
July .....	4,426	4,754	5,307	2,732	2,728	2,930	4,514	5,228	5,887	8,446	9,712	9,256
August .....	4,208	4,997	6,110	2,509	2,759	3,084	4,735	5,409	5,834	9,094	10,277	8,673
September .....	4,968	5,406	5,875	2,920	2,783	2,933	5,276	5,541	5,580	8,793	8,327	7,971
October .....	4,950	5,488	5,828	2,724	2,415	2,816	5,549	5,695	6,055	7,965	8,869	8,417
November .....	4,985	5,859	6,207	3,134	3,498	3,360	4,651	5,003	5,531	7,569	7,436	7,579
December .....	7,086	7,535	7,794	4,503	4,023	4,744	5,198	5,492	5,850	5,474	5,063	5,390
Annual total .....	58,476	64,922	71,026	33,844	33,073	36,574	51,231	56,228	61,730	83,160	91,537	86,910
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	8,664	11,140	10,449	8,782	9,354	9,656	9,507	10,332	14,620			
February .....	8,115	10,574	10,948	8,389	9,069	9,539	8,519	9,693	11,277			
March .....	10,039	12,512	11,919	8,673	9,201	10,716	8,161	10,165	9,833			
April .....	11,337	13,107	13,454	9,588	10,065	10,583	4,502	6,268	6,340			
May .....	12,890	15,626	16,430	10,182	10,578	11,840	2,829	5,140	4,462			
June .....	12,114	14,460	13,008	10,270	11,262	11,820	2,803	3,099	3,228			
July .....	10,522	12,549	12,512	10,777	11,389	12,250	2,459	2,940	3,201			
August .....	11,912	13,832	13,326	11,108	11,572	12,698	3,206	4,270	3,859			
September .....	14,219	14,758	14,151	11,022	11,564	12,167	4,644	6,306	5,105			
October .....	13,883	15,219	14,753	11,144	11,576	11,586	5,876	6,917	7,181			
November .....	13,337	14,411	15,408	9,905	10,557	11,553	7,759	8,440	8,656			
December .....	14,115	14,099	15,339	10,490	10,981	11,762	11,259	11,476	11,307			
Annual total .....	141,146	162,287	161,698	120,329	127,168	136,162	71,525	85,044	89,069			
Drug stores				Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	4,838	5,220	5,906	1,489	1,609	1,509	19,006	20,338	22,111			
February .....	4,494	5,103	5,620	1,307	1,391	1,634	18,077	20,927	22,178			
March .....	4,910	5,538	6,003	1,511	2,013	1,817	21,764	26,386	28,250			
April .....	4,992	5,267	6,028	1,846	1,788	2,371	26,328	27,587	30,763			
May .....	4,954	5,667	6,220	1,619	1,874	2,255	28,483	32,920	35,015			
June .....	4,791	5,470	5,869	2,152	2,186	2,010	30,233	34,023	32,126			
July .....	4,776	5,359	6,094	1,679	1,661	1,760	26,981	30,941	32,029			
August .....	4,798	5,504	6,002	1,786	1,915	1,952	28,535	32,724	33,426			
September .....	4,933	5,310	6,191	1,970	1,911	1,852	29,578	31,590	31,892			
October .....	5,039	5,774	7,179	1,942	2,166	1,902	29,898	32,201	33,973			
November .....	4,833	5,392	6,167	2,365	2,308	2,219	30,590	33,044	35,342			
December .....	6,019	6,641	7,394	6,019	6,589	5,467	34,795	35,638	39,502			
Annual total .....	59,376	66,247	74,673	25,685	27,410	26,749	324,270	358,318	376,606			



TABLE 5. Ontario—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	342,420	370,812	412,722	71,172	74,445	86,628	23,562	25,085	26,782			
February .....	332,291	364,161	389,657	70,024	75,429	83,705	24,500	26,533	28,642			
March .....	382,788	440,977	456,134	76,281	88,265	96,314	26,676	32,406	32,180			
April .....	448,061	445,055	469,943	81,947	78,946	89,626	30,381	28,250	32,181			
May .....	453,141	492,388	500,842	76,819	84,311	97,699	29,553	32,305	35,885			
June .....	467,604	509,173	489,538	80,694	91,946	98,698	32,545	36,012	37,143			
July .....	431,766	454,269	477,426	79,416	83,257	93,283	34,750	34,229	38,290			
August .....	409,308	454,686	484,206	73,737	84,032	101,001	32,512	36,752	41,640			
September .....	432,338	456,505	456,831	79,136	86,572	89,619	31,747	33,879	34,634			
October .....	438,648	464,139	469,547	81,734	87,068	95,612	31,972	33,795	34,800			
November .....	439,982	482,829	497,744	77,641	89,741	101,695	29,359	33,547	36,475			
December .....	536,892	563,561	559,838	95,627	101,562	102,223	48,500	52,837	52,217			
Annual total .....	5,115,239	5,498,554	5,663,428	944,227	1,025,575	1,136,103	376,057	405,630	430,874			
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	7,097	7,421	7,783	22,843	25,104	25,983	5,855	6,615	7,198			
February .....	6,752	7,204	7,406	22,371	25,603	25,962	6,148	6,723	7,379			
March .....	7,151	7,857	8,309	27,141	30,859	30,304	7,074	9,992	8,916			
April .....	8,726	8,049	8,976	30,680	31,600	34,570	9,705	8,545	11,117			
May .....	9,855	9,974	10,264	30,904	34,026	35,013	8,714	9,540	10,253			
June .....	9,016	9,952	10,549	30,337	33,371	32,236	9,065	11,138	11,024			
July .....	9,640	9,574	11,175	21,626	24,697	26,747	8,772	9,599	11,318			
August .....	8,865	9,650	11,438	25,448	28,477	31,011	7,934	9,630	11,192			
September .....	8,928	9,553	9,263	33,392	35,362	37,342	9,278	10,294	10,517			
October .....	9,017	9,231	9,756	36,659	38,712	39,370	9,826	10,392	11,548			
November .....	8,540	9,186	9,521	46,864	48,692	50,493	10,666	12,219	13,453			
December .....	10,176	10,393	10,550	55,511	56,954	59,061	21,141	23,415	24,425			
Annual total .....	103,764	108,043	114,990	383,776	413,357	428,093	114,179	128,102	138,341			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores		Family clothing stores			
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	51,854	53,405	69,344	22,863	26,583	31,811	7,510	7,561	8,119	4,004	3,896	3,812
February .....	57,171	59,529	66,178	21,694	24,748	27,748	5,110	5,320	5,996	2,963	2,998	3,098
March .....	76,148	80,515	85,206	23,233	27,717	32,368	5,870	6,742	7,179	3,970	5,174	4,398
April .....	102,166	99,356	88,370	25,886	28,134	33,347	7,375	6,386	7,577	5,726	4,732	5,291
May .....	107,219	106,440	90,366	27,775	32,201	37,472	6,496	7,262	7,458	4,510	4,828	4,788
June .....	108,571	103,175	80,664	28,347	32,774	36,330	7,147	8,450	8,268	4,538	5,556	4,872
July .....	89,541	89,318	78,956	29,181	32,813	38,490	6,130	6,228	6,770	4,325	4,189	4,202
August .....	79,376	81,012	68,876	27,769	32,201	37,472	5,166	6,100	6,658	3,744	4,388	4,829
September .....	72,592	69,199	63,785	26,707	29,410	33,668	6,549	7,358	7,207	5,251	5,678	5,310
October .....	68,682	67,924	56,626	27,210	30,672	34,948	7,676	7,874	7,994	5,934	5,792	6,009
November .....	63,416	66,751	58,652	26,085	30,789	33,701	9,012	10,206	10,079	6,320	7,069	6,896
December .....	61,275	67,259	55,980	26,784	28,664	34,321	14,357	14,518	14,148	9,610	9,726	9,679
Annual total .....	938,011	943,884	863,002	313,535	357,319	409,853	88,398	94,004	97,452	60,894	64,027	63,185

TABLE 5. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
thousands of dollars												
January .....	6,724	7,045	7,017	3,998	4,077	4,076	5,622	6,170	6,207	8,624	9,900	9,162
February .....	5,154	5,559	5,878	2,992	2,978	3,239	5,154	5,832	5,797	7,675	9,818	8,482
March .....	6,339	8,181	7,965	3,656	4,790	4,586	6,025	6,842	7,174	9,309	10,504	9,540
April .....	8,849	7,904	9,176	5,521	4,484	5,664	8,100	7,702	8,046	10,694	12,268	10,821
May .....	8,068	8,696	9,370	4,946	5,125	5,467	9,654	9,609	10,307	16,399	18,014	16,996
June .....	7,952	9,272	9,141	5,338	6,288	5,930	9,314	10,554	10,300	17,582	18,571	15,869
July .....	6,984	7,356	8,267	4,512	4,675	5,229	8,756	9,312	9,777	15,883	17,989	16,980
August .....	5,736	6,791	8,056	3,744	4,541	5,299	8,384	9,204	9,311	16,947	18,024	16,737
September .....	8,179	9,328	8,741	5,163	5,502	5,441	9,288	9,519	9,528	17,290	16,206	15,409
October .....	8,518	9,498	9,277	4,809	4,763	5,037	8,844	9,017	9,322	15,664	17,516	16,318
November .....	8,488	9,605	10,173	4,985	4,984	5,874	8,886	9,202	8,958	14,884	15,287	15,384
December .....	14,081	15,207	15,111	7,196	7,316	7,485	11,421	11,582	11,416	11,015	10,895	11,217
Annual total .....	95,073	104,442	108,171	56,790	60,520	63,327	99,448	104,544	106,143	161,905	174,992	162,916
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	16,509	18,850	17,022	13,904	14,907	15,495	17,090	22,315	23,671	23,671	23,671	23,671
February .....	15,071	16,249	14,987	12,789	14,333	15,236	15,550	18,843	19,100	19,100	19,100	19,100
March .....	16,405	18,110	17,736	14,283	15,970	17,187	15,152	19,037	16,804	16,804	16,804	16,804
April .....	17,936	18,555	16,863	15,231	16,032	16,915	7,900	12,785	13,648	13,648	13,648	13,648
May .....	17,757	19,638	18,255	16,081	18,142	18,453	5,347	9,908	9,029	9,029	9,029	9,029
June .....	17,792	20,883	18,674	16,221	18,462	17,980	5,561	7,334	7,734	7,734	7,734	7,734
July .....	17,866	19,266	18,370	16,928	18,149	19,017	4,818	6,849	7,250	7,250	7,250	7,250
August .....	19,615	20,192	19,751	17,202	19,127	19,683	8,200	8,217	8,511	8,511	8,511	8,511
September .....	21,499	22,440	20,913	16,844	18,178	18,002	9,089	12,210	10,799	10,799	10,799	10,799
October .....	22,143	23,558	20,634	16,238	17,884	17,375	10,545	11,330	14,337	14,337	14,337	14,337
November .....	21,004	22,859	21,968	15,102	16,993	17,420	15,395	14,246	17,181	17,181	17,181	17,181
December .....	24,669	25,998	21,846	15,552	16,870	17,206	20,935	17,030	19,142	19,142	19,142	19,142
Annual total .....	228,265	246,597	227,018	186,374	205,028	209,966	133,581	160,102	167,206	167,206	167,206	167,206
Drug stores				Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	10,455	11,235	11,731	3,124	3,008	3,296	39,609	43,189	47,586	47,586	47,586	47,586
February .....	9,747	10,963	11,150	2,917	3,106	3,819	38,579	42,493	45,856	45,856	45,856	45,856
March .....	10,281	12,059	12,080	3,146	3,540	3,747	44,647	52,417	54,141	54,141	54,141	54,141
April .....	10,700	10,891	11,852	3,603	3,687	3,806	56,937	56,750	62,090	62,090	62,090	62,090
May .....	10,492	11,467	12,595	4,026	4,459	4,482	58,584	65,829	68,514	68,514	68,514	68,514
June .....	10,690	11,926	12,240	4,723	4,530	4,355	62,172	68,981	66,532	66,532	66,532	66,532
July .....	10,884	11,433	12,383	3,684	3,734	4,040	58,071	61,603	66,881	66,881	66,881	66,881
August .....	10,619	11,480	12,399	3,547	3,939	4,528	52,764	60,930	65,814	65,814	65,814	65,814
September .....	10,889	11,631	12,252	4,342	4,439	4,196	56,173	59,748	60,203	60,203	60,203	60,203
October .....	11,003	11,933	13,924	4,547	4,613	4,009	57,627	62,588	62,652	62,652	62,652	62,652
November .....	10,496	11,595	12,619	5,492	5,962	5,469	57,345	62,898	61,732	61,732	61,732	61,732
December .....	15,155	16,315	17,254	12,670	13,032	12,538	61,217	63,988	64,021	64,021	64,021	64,021
Annual total .....	131,412	142,927	152,479	55,823	58,048	58,286	643,725	701,415	726,021	726,021	726,021	726,021

TABLE 5. Manitoba—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
thousands of dollars												
January .....	42,357	43,067	47,963	8,047	8,072	8,703	1,974	1,832	2,203			
February .....	41,229	42,385	46,326	7,763	8,193	8,559	1,972	1,939	2,352			
March .....	47,471	52,825	57,476	8,468	9,657	9,936	2,100	2,318	2,590			
April .....	57,741	55,232	62,010	9,119	8,692	9,185	2,440	2,143	2,757			
May .....	58,816	63,766	66,438	8,665	9,272	10,017	2,409	2,523	2,678			
June .....	60,470	65,264	62,860	9,146	10,284	10,308	2,676	2,692	2,893			
July .....	59,049	60,857	62,185	9,018	9,237	9,608	2,741	2,638	2,794			
August .....	58,612	62,080	64,465	8,760	9,616	10,910	2,593	2,813	3,102			
September .....	60,266	61,174	60,245	9,341	10,037	9,630	2,644	2,658	2,742			
October .....	59,425	63,049	62,154	9,566	9,838	10,086	2,686	2,829	3,007			
November .....	56,734	61,409	63,390	9,084	9,637	10,611	2,384	2,808	3,047			
December .....	67,085	69,036	70,307	10,825	10,803	10,589	4,822	5,173	5,272			
Annual total .....	669,254	700,145	725,819	107,802	113,337	118,144	31,442	32,370	35,436			
General stores			Department stores			Variety stores						
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	2,879	2,904	3,420	6,667	6,520	6,905	326	334	351			
February .....	2,823	3,019	3,432	6,477	6,205	6,521	307	324	360			
March .....	3,081	3,499	3,984	7,208	8,037	8,399	362	498	456			
April .....	3,744	3,325	3,957	8,055	8,595	9,351	565	480	614			
May .....	3,869	4,079	4,224	8,269	8,492	9,486	470	530	579			
June .....	4,043	4,361	4,416	7,815	8,597	8,330	467	574	573			
July .....	4,110	4,193	4,162	7,675	7,521	7,852	447	494	597			
August .....	4,187	4,359	4,324	6,957	7,959	8,270	414	492	587			
September .....	4,066	4,197	3,978	9,335	8,718	9,930	466	508	544			
October .....	4,126	4,225	4,171	9,348	10,058	10,038	544	569	629			
November .....	3,964	4,213	4,505	11,716	12,677	12,727	546	623	704			
December .....	4,941	4,960	5,374	13,466	14,234	14,234	1,114	1,172	1,290			
Annual total .....	45,834	47,335	49,948	102,987	107,613	112,043	6,028	6,598	7,264			
Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores			
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	5,112	5,302	7,549	1,780	2,125	2,251	452	528	535	506	500	562
February .....	5,551	5,547	8,039	1,674	1,808	2,044	382	545	425	373	386	432
March .....	7,693	7,523	10,991	1,762	2,062	2,201	422	633	549	420	511	605
April .....	12,135	11,132	13,620	2,063	2,148	2,377	623	697	618	721	610	712
May .....	12,104	13,403	13,027	2,178	2,712	2,663	513	565	610	569	632	680
June .....	12,300	12,307	11,734	2,219	2,885	2,475	555	636	616	650	788	727
July .....	10,411	11,174	11,166	2,395	2,753	2,677	429	448	504	568	559	662
August .....	9,955	9,949	10,282	2,339	2,605	2,570	388	452	483	518	555	680
September .....	9,166	8,534	9,048	2,223	2,507	2,526	520	549	544	614	672	730
October .....	8,025	8,458	8,472	2,342	2,603	2,798	648	691	658	787	745	803
November .....	6,215	7,227	7,674	2,127	2,725	2,600	718	843	786	811	814	892
December .....	6,991	7,069	6,967	2,169	2,486	2,671	907	1,058	1,001	1,127	1,240	1,190
Annual total .....	105,658	107,626	118,571	25,270	29,417	29,853	6,555	7,645	7,329	7,663	8,013	8,676

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
thousands of dollars												
January.....	406	364	378	242	194	191	804	972	1,025	2,175	2,281	2,175
February.....	310	306	314	140	111	131	737	943	932	1,923	2,152	2,030
March.....	363	399	423	195	199	234	787	1,126	1,206	2,202	2,226	2,176
April.....	596	479	532	396	284	346	1,073	1,230	1,363	2,390	2,614	2,064
May.....	511	531	577	329	306	357	1,302	1,627	1,728	3,975	4,048	3,690
June.....	493	534	489	344	359	319	1,351	1,801	1,784	4,392	4,598	3,882
July.....	448	409	459	273	233	277	1,268	1,615	1,581	4,353	4,688	4,363
August.....	394	419	501	232	223	279	1,325	1,679	1,709	5,220	5,026	4,384
September.....	505	535	511	300	283	306	1,456	1,751	1,640	5,178	4,419	4,132
October.....	560	560	566	312	267	297	1,317	1,700	1,702	5,014	4,906	4,685
November.....	454	527	561	267	273	310	1,337	1,743	1,635	3,851	3,794	3,726
December.....	653	713	684	260	283	294	1,903	2,207	2,230	2,580	2,264	2,596
Annual total.....	5,691	5,776	5,996	3,289	3,015	3,342	14,659	18,394	18,536	43,253	43,015	39,902
Furniture, appliance and radio dealers				Restaurants				Fuel dealers				
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January.....	1,911	1,902	1,726	1,863	1,907	1,757	899	1,065	1,646			
February.....	1,614	1,308	1,701	1,695	1,777	1,727	774	900	1,270			
March.....	1,536	1,351	1,764	1,889	2,012	1,946	737	738	925			
April.....	1,650	1,480	1,871	2,075	2,051	2,028	180	400	578			
May.....	1,442	1,328	1,603	2,071	2,136	2,033	155	364	263			
June.....	1,664	1,755	1,790	2,136	2,222	2,106	110	253	182			
July.....	1,628	1,469	1,646	2,345	2,372	2,481	306	267	175			
August.....	1,675	1,732	1,875	2,338	2,356	2,562	130	339	234			
September.....	2,124	2,346	1,959	2,137	2,079	2,270	743	695	671			
October.....	2,093	2,277	2,126	2,141	2,194	2,261	758	768	890			
November.....	1,829	1,694	2,085	1,939	2,134	2,144	1,253	962	1,088			
December.....	1,925	2,010	2,226	2,122	2,192	2,148	1,270	1,063	1,326			
Annual total.....	21,093	20,653	22,371	24,750	25,432	25,464	7,317	7,813	9,247			
Drug stores				Jewellery stores				Miscellaneous				
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January.....	1,234	1,273	1,320	369	298	314	4,710	4,697	4,952			
February.....	1,182	1,279	1,286	330	314	308	5,205	5,330	4,464			
March.....	1,257	1,391	1,353	400	350	356	6,588	8,296	7,380			
April.....	1,364	1,344	1,396	412	381	370	8,141	7,148	8,271			
May.....	1,311	1,366	1,450	446	419	448	8,227	9,432	10,325			
June.....	1,318	1,373	1,383	478	404	468	8,314	8,839	8,386			
July.....	1,306	1,351	1,407	420	342	406	8,908	9,094	9,368			
August.....	1,319	1,401	1,519	471	420	467	9,398	9,678	9,726			
September.....	1,333	1,375	1,406	520	486	432	7,594	8,823	7,246			
October.....	1,410	1,444	1,563	468	411	392	7,280	8,508	7,008			
November.....	1,243	1,315	1,397	565	612	557	6,433	6,790	6,339			
December.....	1,805	1,852	1,937	1,367	1,218	1,209	6,839	7,041	7,071			
Annual total.....	16,082	16,763	17,416	6,245	5,654	5,727	87,636	93,677	90,536			



TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	45,963	43,188	52,792	7,197	6,920	8,143	2,212	1,876	2,169			
February .....	41,955	42,538	51,260	7,108	7,471	8,116	2,108	1,919	2,256			
March .....	49,051	53,051	63,958	7,885	8,783	9,479	2,265	2,392	2,554			
April .....	60,531	63,067	72,978	8,432	7,829	8,539	2,554	2,170	2,539			
May .....	65,661	76,589	80,234	8,123	8,783	9,454	2,317	2,368	2,606			
June .....	71,543	77,739	78,811	8,592	9,564	9,684	2,671	2,812	2,931			
July .....	66,903	71,821	75,084	8,338	8,280	8,978	2,665	2,586	2,812			
August .....	77,293	86,277	82,137	8,381	9,108	10,535	2,574	2,711	3,009			
September .....	70,007	71,942	70,793	8,738	8,858	9,043	2,640	2,656	2,523			
October .....	69,000	77,762	75,366	8,637	9,164	9,660	2,866	2,943	2,958			
November .....	62,657	71,972	72,744	7,995	8,735	10,389	2,536	2,925	2,917			
December .....	67,422	76,315	78,596	9,996	10,547	10,213	4,724	4,957	4,980			
Annual total .....	747,985	812,261	854,751	99,404	104,043	112,232	32,131	32,316	34,299			
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	4,255	4,322	5,116	3,784	3,788	3,958	461	478	540			
February .....	3,801	4,076	4,724	3,312	3,663	3,835	499	518	591			
March .....	4,406	5,112	5,869	3,900	4,641	4,798	521	628	711			
April .....	5,275	5,229	6,615	4,612	5,014	5,264	739	725	853			
May .....	6,478	7,224	8,222	4,631	5,233	5,316	648	732	770			
June .....	6,614	7,118	7,664	4,771	5,144	4,902	736	798	823			
July .....	6,226	6,639	7,363	3,715	4,068	3,999	698	736	781			
August .....	7,184	7,929	8,858	4,048	4,728	5,064	684	755	827			
September .....	7,075	7,366	7,655	4,913	4,893	5,099	704	715	718			
October .....	6,708	8,018	7,868	5,534	6,403	6,666	785	838	818			
November .....	6,102	7,111	7,463	6,735	7,274	6,917	785	915	980			
December .....	6,620	7,772	7,871	7,607	8,086	8,183	1,464	1,639	1,738			
Annual total .....	70,741	77,917	85,289	57,562	62,934	64,002	8,723	9,477	10,149			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores		Family clothing stores			
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	7,839	6,985	10,589	3,133	2,695	3,691	492	456	638	626	514	607
February .....	7,846	7,718	10,918	2,599	2,696	3,192	430	388	542	416	403	485
March .....	9,960	10,606	14,793	3,336	3,322	3,976	424	498	632	460	536	632
April .....	13,713	16,276	19,531	3,477	3,178	4,762	661	596	734	784	629	880
May .....	15,208	18,609	19,876	4,102	4,769	5,587	486	608	650	729	797	867
June .....	16,717	18,691	18,699	4,505	4,556	5,493	606	735	762	973	1,014	1,015
July .....	14,221	17,320	16,382	4,778	4,333	6,081	482	497	528	748	674	787
August .....	15,860	18,922	15,519	5,103	5,292	5,596	411	471	609	630	693	766
September .....	13,431	14,168	13,398	4,684	4,212	4,995	600	654	592	728	667	669
October .....	12,048	14,170	12,948	4,157	4,740	4,966	731	887	815	1,057	1,123	1,224
November .....	10,572	13,235	12,074	3,999	4,166	4,654	760	903	878	883	1,039	1,147
December .....	9,520	11,808	12,230	3,143	3,749	4,373	1,055	1,335	1,302	1,093	1,144	1,285
Annual total .....	146,936	168,508	176,956	47,014	47,708	57,366	7,136	8,029	8,683	9,128	9,233	10,366

TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
thousands of dollars												
January .....	537	537	538	167	160	182	1,286	1,276	1,557	2,048	2,128	2,157
February .....	341	349	422	159	144	160	1,196	1,305	1,466	1,914	1,819	2,040
March .....	419	540	559	174	206	248	1,402	1,732	2,027	1,880	1,689	1,988
April .....	728	636	763	314	298	346	1,984	2,318	2,422	1,867	2,234	2,158
May .....	584	714	709	269	333	362	1,913	2,736	2,778	3,863	4,497	4,492
June .....	618	708	672	284	337	335	2,251	2,950	2,896	5,179	5,563	5,928
July .....	522	566	565	237	263	269	2,101	2,676	2,628	5,440	5,494	6,514
August .....	441	488	608	214	246	291	2,428	3,364	2,857	7,008	6,997	6,715
September .....	564	601	604	279	294	293	2,134	2,670	2,588	6,007	5,831	6,030
October .....	720	847	773	293	336	346	2,035	2,942	2,978	6,513	5,983	5,780
November .....	542	737	734	236	303	312	1,919	3,170	3,165	4,300	4,942	4,804
December .....	748	881	922	249	308	329	2,784	3,564	4,006	2,298	2,432	2,625
Annual total .....	6,765	7,602	7,870	2,877	3,228	3,474	23,434	30,703	31,369	48,316	49,610	51,231
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	1,249	1,196	1,446	2,000	2,082	2,055	726	829	1,038			
February .....	1,067	1,213	1,454	1,796	1,858	2,007	652	699	852			
March .....	1,211	1,309	1,574	2,065	2,325	2,377	712	557	632			
April .....	1,262	1,179	1,368	2,276	2,410	2,438	330	383	411			
May .....	1,085	1,044	1,371	2,218	2,436	2,564	339	340	198			
June .....	1,161	1,488	1,482	2,420	2,561	2,648	300	284	154			
July .....	1,290	1,291	1,476	2,616	2,656	2,796	328	341	154			
August .....	1,278	1,293	1,893	2,671	2,810	2,900	421	395	215			
September .....	1,529	1,424	1,998	2,413	2,299	2,408	535	592	418			
October .....	1,854	1,889	2,154	2,543	2,516	2,462	557	661	771			
November .....	1,683	2,068	2,470	2,116	2,294	2,370	859	753	694			
December .....	1,466	1,809	2,270	2,058	2,113	2,339	884	858	749			
Annual total .....	16,135	17,204	20,956	27,192	28,362	29,366	6,643	6,692	6,288			
Drug stores				Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	1,390	1,358	1,478	301	331	375	6,280	5,256	6,514			
February .....	1,303	1,298	1,446	320	372	407	5,088	4,629	6,345			
March .....	1,424	1,494	1,542	370	462	414	6,238	6,218	9,154			
April .....	1,470	1,539	1,522	351	386	443	9,699	10,039	11,337			
May .....	1,363	1,491	1,631	400	588	539	10,904	13,286	12,246			
June .....	1,436	1,578	1,544	476	546	603	11,232	11,289	10,576			
July .....	1,391	1,445	1,478	392	467	512	10,715	11,491	10,979			
August .....	1,537	1,649	1,892	446	487	543	15,974	17,938	13,439			
September .....	1,647	1,771	1,517	524	543	468	10,866	11,727	9,777			
October .....	1,585	1,726	1,912	538	534	480	9,837	12,042	9,789			
November .....	1,349	1,652	1,604	498	658	620	8,789	9,090	8,551			
December .....	2,062	2,350	2,254	1,188	1,406	1,582	8,462	9,556	9,346			
Annual total .....	17,957	19,352	19,820	5,803	6,782	6,985	114,085	122,561	118,054			

TABLE 5. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1955, 1956 and 1957 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	68,471	70,768	81,827	10,938	11,437	13,377	4,364	4,075	4,080			
February .....	63,025	72,548	78,626	10,206	11,690	12,999	4,335	4,106	4,242			
March .....	73,414	86,814	97,479	11,230	13,658	15,065	4,635	5,288	4,919			
April .....	86,754	94,553	107,329	12,338	12,347	14,072	5,022	4,614	4,970			
May .....	89,496	104,003	108,727	11,825	13,494	15,487	4,512	4,820	4,701			
June .....	94,973	106,475	107,029	12,459	14,818	16,180	4,938	5,348	5,232			
July .....	88,736	98,846	99,885	12,676	13,379	15,602	5,092	4,697	5,136			
August .....	93,248	104,768	106,607	12,268	13,962	17,288	5,040	5,268	5,332			
September .....	91,787	99,024	100,386	12,465	14,273	15,318	4,954	5,222	4,627			
October .....	92,178	102,943	102,088	12,563	13,971	15,645	5,531	5,388	5,032			
November .....	88,143	101,751	102,784	11,842	13,913	16,417	5,004	5,473	5,127			
December .....	104,770	116,367	118,252	14,852	16,172	17,134	9,687	9,982	9,325			
Annual total .....	1,034,995	1,158,960	1,211,019	145,662	163,084	184,581	63,163	64,282	62,665			
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	3,807	3,856	3,863	7,504	8,090	8,915	711	748	791			
February .....	3,604	3,806	3,752	6,762	7,526	7,857	695	780	835			
March .....	4,039	4,246	4,434	8,137	9,952	10,151	795	1,016	1,040			
April .....	4,327	4,058	4,446	8,437	9,534	11,355	1,111	1,150	1,372			
May .....	4,342	5,069	4,798	8,551	9,825	10,631	960	1,131	1,180			
June .....	4,782	5,317	5,029	8,383	9,825	10,188	1,100	1,226	1,253			
July .....	4,559	4,801	4,718	7,694	8,356	9,166	1,144	1,203	1,298			
August .....	4,414	4,715	5,243	8,416	9,948	11,271	1,038	1,127	1,210			
September .....	4,711	4,854	4,847	10,654	10,665	12,307	1,099	1,149	1,169			
October .....	4,644	4,787	4,914	10,669	12,056	13,250	1,193	1,294	1,363			
November .....	4,502	4,914	5,092	12,816	13,892	14,545	1,351	1,464	1,431			
December .....	5,719	6,110	5,946	15,919	17,590	18,364	2,646	2,746	2,783			
Annual total .....	53,451	56,534	57,083	113,942	127,758	137,999	13,842	15,034	15,726			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	12,676	12,787	16,616	4,371	4,721	5,835	1,592	1,616	1,751	871	810	887
February .....	11,944	14,900	17,376	3,823	5,959	5,377	992	1,006	1,353	617	666	803
March .....	15,696	19,170	23,294	4,649	5,108	5,874	1,206	1,464	1,615	751	1,018	1,107
April .....	20,400	24,165	27,283	5,237	5,847	6,427	1,772	1,705	1,845	1,070	1,053	1,251
May .....	22,433	25,648	26,912	5,913	6,796	7,123	1,552	1,814	1,769	894	1,034	1,220
June .....	24,021	25,540	24,814	5,801	6,763	6,942	1,736	2,014	1,972	995	1,110	1,230
July .....	18,908	23,051	21,162	6,264	6,632	6,671	1,504	1,561	1,599	924	1,030	1,021
August .....	20,307	22,442	19,970	6,109	6,946	7,134	1,313	1,569	1,692	949	1,092	1,237
September .....	17,862	19,807	19,221	5,729	6,511	6,105	1,656	1,861	1,592	992	1,191	1,255
October .....	17,226	18,800	17,205	5,673	6,567	6,278	1,985	2,315	2,003	1,148	1,392	1,420
November .....	14,926	17,594	16,456	5,735	5,935	5,559	2,158	2,194	2,140	1,179	1,332	1,450
December .....	13,514	16,050	16,462	5,150	5,811	6,040	2,923	3,515	3,160	1,690	2,054	1,960
Annual total .....	209,914	239,954	246,772	64,454	73,595	75,364	20,391	22,633	22,491	12,080	13,711	14,841

TABLE 5. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1955, 1956 and 1957 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
	thousands of dollars											
January .....	1,416	1,460	1,507	426	438	478	1,628	1,940	2,284	2,859	2,993	2,979
February .....	1,087	1,162	1,279	300	365	413	1,559	2,140	2,187	2,669	2,891	2,813
March .....	1,327	1,740	1,657	379	571	612	1,604	2,474	2,951	2,558	3,227	3,150
April .....	1,839	1,744	2,052	599	634	749	2,085	2,783	3,443	3,234	4,072	3,714
May .....	1,626	1,783	1,983	538	742	756	2,344	3,228	3,660	4,231	5,227	4,814
June .....	1,825	1,730	1,885	579	651	698	2,601	3,314	3,653	5,586	5,995	5,569
July .....	1,558	1,620	1,590	502	607	658	2,270	2,979	3,435	5,496	6,207	5,606
August .....	1,440	1,603	1,831	508	641	703	2,423	3,355	3,700	6,752	6,981	5,977
September .....	1,538	1,624	1,710	531	622	655	2,466	3,283	3,542	6,265	6,167	5,550
October .....	1,714	2,012	1,990	559	660	727	2,580	3,675	3,748	6,220	6,166	4,986
November .....	1,522	2,021	2,128	521	674	640	2,403	3,613	3,512	5,101	6,413	4,969
December .....	2,572	2,769	2,919	607	819	773	3,188	4,364	4,452	3,368	4,194	3,592
Annual total .....	19,465	21,269	22,533	6,047	7,426	7,863	27,151	37,147	40,567	54,339	60,532	53,719
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	3,226	3,388	3,738	2,935	3,067	3,393	68	84	100			
February .....	3,304	3,036	3,547	2,578	3,016	3,163	48	69	72			
March .....	3,186	3,104	3,552	2,956	3,354	3,677	63	54	48			
April .....	3,240	2,914	3,307	3,158	3,479	3,652	25	20	44			
May .....	2,963	3,052	3,210	2,988	3,423	3,596	35	35	55			
June .....	2,981	3,152	3,391	3,081	3,511	3,699	47	45	74			
July .....	3,123	2,654	3,211	3,434	3,947	3,996	35	40	73			
August .....	3,418	3,174	3,793	3,226	3,683	3,770	41	46	62			
September .....	3,471	3,474	3,638	3,043	3,448	3,466	49	84	54			
October .....	3,985	4,323	3,846	3,111	3,559	3,454	75	110	119			
November .....	3,954	3,753	4,752	2,880	3,542	3,504	94	110	93			
December .....	4,754	4,158	4,644	2,973	3,450	3,535	88	89	86			
Annual total .....	41,605	40,182	44,629	36,364	41,478	42,906	668	786	880			
	Drug stores			Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	1,760	1,848	2,121	383	454	454	6,936	6,956	8,658			
February .....	1,658	1,802	2,059	362	430	418	6,484	7,227	8,081			
March .....	1,867	2,094	2,227	369	500	465	7,966	8,776	11,642			
April .....	1,905	1,980	2,181	390	464	507	10,561	12,090	14,718			
May .....	1,764	1,996	2,298	438	539	533	11,587	14,348	14,001			
June .....	1,874	2,071	2,268	465	526	583	11,670	13,520	12,368			
July .....	1,845	2,086	2,332	427	496	506	11,281	13,000	12,106			
August .....	1,799	2,042	2,315	483	590	601	13,303	15,585	13,478			
September .....	1,892	2,104	2,348	446	511	530	11,964	12,246	12,451			
October .....	2,025	2,309	2,699	458	551	491	10,819	13,008	12,917			
November .....	1,720	2,012	2,241	541	730	725	9,894	12,171	12,000			
December .....	2,744	3,154	3,220	1,452	1,640	1,623	10,924	11,698	12,234			
Annual total .....	22,854	25,499	28,308	6,214	7,432	7,436	123,390	140,624	144,655			



TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
	thousands of dollars											
January .....	94,559	105,192	114,735	16,185	16,806	19,610	7,456	8,780	8,329			
February .....	91,637	104,796	109,657	15,931	17,117	18,954	7,424	9,912	8,453			
March .....	106,994	123,591	131,339	17,552	19,392	21,980	8,060	11,540	9,774			
April .....	115,887	129,219	140,897	18,442	18,032	21,102	8,891	10,044	9,845			
May .....	118,682	140,099	146,468	17,695	19,850	22,409	8,348	11,054	10,257			
June .....	128,724	141,982	139,822	19,054	21,713	23,016	9,107	12,434	10,670			
July .....	121,345	137,515	138,348	19,982	20,665	22,293	9,441	11,853	10,685			
August .....	125,783	143,995	144,312	18,530	20,363	24,615	9,469	12,756	11,840			
September .....	123,562	136,182	130,039	18,541	19,806	20,871	9,279	11,786	9,966			
October .....	118,868	134,470	132,008	18,573	19,784	21,561	9,401	12,284	10,341			
November .....	116,859	132,277	132,379	17,581	19,509	22,537	9,011	12,047	10,402			
December .....	148,738	165,013	156,137	22,255	23,802	23,105	16,362	21,573	17,244			
Annual total .....	1,411,640	1,594,331	1,616,143	220,320	236,839	262,053	112,248	145,364	127,806			
	General stores			Department stores			Variety stores					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	3,398	3,614	3,809	11,360	12,314	13,866	772	792	815			
February .....	3,305	3,614	3,708	11,621	12,737	13,132	790	806	850			
March .....	3,665	4,276	4,321	13,278	15,363	16,039	849	978	1,002			
April .....	4,198	4,458	4,544	13,878	15,197	17,811	1,134	1,123	1,243			
May .....	4,336	4,672	5,113	14,513	16,472	18,465	991	1,074	1,171			
June .....	4,455	5,076	5,353	14,610	16,275	16,275	1,055	1,117	1,202			
July .....	4,550	5,037	5,068	13,354	14,556	16,200	1,101	1,128	1,242			
August .....	4,438	5,006	5,223	15,182	17,282	18,764	1,098	1,148	1,309			
September .....	4,527	4,947	4,610	16,973	19,010	19,067	1,120	1,164	1,208			
October .....	4,547	5,173	4,909	17,363	19,412	19,315	1,124	1,163	1,239			
November .....	4,491	4,887	4,412	20,149	22,124	23,097	1,199	1,282	1,452			
December .....	5,607	6,151	5,494	26,938	29,066	27,991	2,598	2,673	2,854			
Annual total .....	51,517	56,911	56,565	189,220	209,788	220,022	13,831	14,448	15,587			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
January .....	17,838	22,431	23,761	4,769	5,435	6,406	1,806	1,741	1,930	797	942	955
February .....	19,063	23,683	24,343	4,565	5,172	5,993	1,340	1,889	1,553	479	484	535
March .....	24,438	27,171	29,549	4,903	5,785	6,977	1,279	1,679	1,628	547	703	672
April .....	27,810	34,328	34,923	5,219	6,293	7,500	1,551	1,536	1,676	810	710	794
May .....	29,721	36,853	34,169	5,464	6,560	7,617	1,477	1,693	1,912	731	789	866
June .....	34,329	35,204	30,595	5,860	6,744	7,580	1,637	1,844	1,935	804	891	874
July .....	28,200	33,771	29,932	6,275	7,252	7,853	1,703	1,609	1,696	880	976	963
August .....	30,249	32,744	28,130	6,292	7,181	7,909	1,499	1,792	2,129	1,001	1,118	1,121
September .....	25,932	27,545	24,111	5,888	6,480	7,084	1,686	1,810	1,760	970	1,118	962
October .....	21,989	24,993	22,161	5,754	6,685	7,178	1,812	1,831	2,065	1,010	1,021	1,158
November .....	20,518	23,024	20,711	6,019	6,608	6,982	2,099	2,203	2,414	993	1,072	1,069
December .....	21,100	22,943	20,476	5,968	6,799	6,713	3,371	3,504	3,529	1,562	1,610	1,504
Annual total .....	301,186	344,690	322,862	66,977	76,994	85,790	21,261	23,131	24,224	10,583	11,434	11,472

TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1955, 1956 and 1957—Concluded

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
	thousands of dollars											
January .....	1,972	1,886	2,015	900	907	840	1,147	1,245	1,320	2,659	3,036	2,535
February .....	1,450	1,513	1,570	562	633	652	1,214	1,159	1,210	2,631	2,864	2,291
March .....	1,952	2,462	2,093	669	845	865	1,381	1,559	1,490	3,140	3,635	3,710
April .....	2,315	2,273	2,442	940	1,019	1,016	1,556	1,583	1,900	3,490	4,262	4,272
May .....	2,183	2,647	2,571	872	1,076	1,118	1,615	1,899	2,255	3,954	4,736	4,537
June .....	2,012	2,058	2,148	929	1,028	980	1,950	1,925	2,230	4,196	4,409	4,664
July .....	2,009	2,170	2,214	999	1,057	1,048	1,810	1,982	2,106	3,745	4,283	4,206
August .....	1,914	1,986	2,383	876	1,011	1,097	1,831	2,020	2,267	4,455	4,500	4,243
September .....	2,422	2,436	2,340	964	1,112	974	1,861	1,961	2,136	4,625	4,167	4,122
October .....	2,609	2,795	2,729	914	1,030	958	1,920	1,894	2,204	4,218	4,237	4,347
November .....	2,315	2,473	2,583	806	862	898	1,826	2,028	2,083	3,480	3,581	3,618
December .....	3,715	3,781	3,830	1,196	1,364	1,178	2,296	2,534	2,866	2,826	2,444	2,786
Annual total .....	26,868	28,479	29,019	10,627	11,943	11,625	20,407	21,789	24,069	43,419	46,152	45,331
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	4,115	3,428	3,772	3,785	3,811	4,183	3,288	4,072			5,197	
February .....	3,622	3,102	3,214	3,354	3,589	3,857	2,873	4,283			4,134	
March .....	3,947	3,598	3,628	3,716	4,147	4,651	3,624	3,605			3,100	
April .....	3,899	4,215	3,607	4,052	4,420	4,741	2,322	2,236			2,097	
May .....	3,738	3,944	3,745	4,135	4,697	5,420	1,990	1,598			1,600	
June .....	4,114	4,527	3,958	4,274	4,749	5,274	1,871	1,945			1,221	
July .....	4,165	4,097	4,007	4,850	5,860	5,885	1,381	1,549			1,251	
August .....	4,537	4,527	4,581	4,898	6,004	6,008	1,551	1,675			1,315	
September .....	4,887	4,619	4,554	4,461	5,323	5,245	2,157	2,008			1,541	
October .....	5,054	4,969	4,761	4,107	4,871	4,570	2,597	3,082			2,717	
November .....	4,832	4,892	4,749	3,888	4,652	4,514	3,893	3,556			2,967	
December .....	6,051	6,159	5,521	4,306	4,940	4,611	4,188	4,188			3,459	
Annual total .....	52,961	52,078	50,097	49,824	57,063	58,960	31,740	33,797			30,597	
	Drug stores			Jewellery stores			Miscellaneous					
	1955	1956	1957	1955	1956	1957	1955	1956	1957			
January .....	2,450	2,598	2,864	824	842	903	9,037	10,513			11,626	
February .....	2,338	2,642	2,746	758	875	871	8,317	9,422			11,591	
March .....	2,573	2,996	2,994	857	980	991	10,566	12,879			15,878	
April .....	2,608	2,647	2,984	952	914	1,079	11,822	13,928			17,324	
May .....	2,507	2,837	3,290	993	1,074	1,200	13,419	16,575			18,753	
June .....	2,521	2,869	3,140	1,159	1,282	1,332	14,787	15,909			17,375	
July .....	2,516	2,900	3,156	1,073	1,140	1,204	13,311	15,629			17,340	
August .....	2,554	2,996	3,276	1,191	1,269	1,410	14,214	18,636			16,690	
September .....	2,658	2,997	3,141	1,186	1,287	1,205	13,424	16,606			15,141	
October .....	2,679	3,085	3,477	1,093	1,143	1,140	12,104	15,019			15,179	
November .....	2,502	2,937	3,206	1,242	1,443	1,452	10,016	13,096			13,133	
December .....	3,673	4,225	4,406	3,343	3,618	3,584	11,384	13,639			14,985	
Annual total .....	31,579	35,729	38,679	14,673	15,849	16,371	142,400	171,852			185,013	

TABLE 6. Estimated Sales for Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick, 1951 and 1957

Province	Total, all trades	Grocery and combination stores	Other food and beverage stores	General stores
thousands of dollars				
<b>Atlantic Provinces:</b>				
1951 .....	898,540	189,773	77,805	109,776
1957 .....	1,233,870	272,314	90,770	133,646
% Change .....	+ 37.3	+ 43.5	+ 16.7	+ 21.7
<b>Newfoundland:</b>				
1951 .....	160,562	32,972	16,347	42,668
1957 .....	230,676	45,680	18,365	58,992
% Change .....	+ 43.7	+ 38.5	+ 12.3	+ 38.3
<b>Prince Edward Island:</b>				
1951 .....	54,186	8,861	3,788	10,022
1957 .....	66,235	11,165	4,108	10,813
% Change .....	+ 22.2	+ 26.0	+ 8.4	+ 7.9
<b>Nova Scotia:</b>				
1951 .....	395,791	89,284	34,943	29,835
1957 .....	538,080	128,861	40,024	32,112
% Change .....	+ 36.0	+ 44.3	+ 14.5	+ 7.6
<b>New Brunswick:</b>				
1951 .....	288,002	58,656	22,727	27,251
1957 .....	398,879	86,607	28,274	31,728
% Change .....	+ 38.5	+ 47.7	+ 24.4	+ 16.4
	Clothing stores	Motor vehicle dealers	Drug stores	All other trades
<b>Atlantic Provinces:</b>				
1951 .....	47,946	138,929	17,421	316,891
1957 .....	57,294	212,314	26,204	441,328
% Change .....	+ 19.5	+ 52.8	+ 50.4	+ 39.3
<b>Newfoundland:</b>				
1951 .....	6,010	13,678	1,700	47,188
1957 .....	6,222	34,050	2,934	64,432
% Change .....	+ 3.5	+148.9	+ 72.6	+ 36.5
<b>Prince Edward Island:</b>				
1951 .....	3,302	9,329	955	17,929
1957 .....	3,325	10,621	1,106	25,097
% Change .....	+ 0.7	+ 13.8	+ 15.8	+ 40.0
<b>Nova Scotia:</b>				
1951 .....	21,814	68,632	8,115	143,167
1957 .....	26,546	96,350	11,415	202,771
% Change .....	+ 21.7	+ 40.4	+ 40.7	+ 41.6
<b>New Brunswick:</b>				
1951 .....	16,819	47,290	6,652	108,606
1957 .....	21,201	71,293	10,749	149,027
% Change .....	+ 26.1	+ 50.8	+ 61.6	+ 37.2

## **Current Retail Trade Statistics**

### **Kind-of-Business Descriptions**

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specialty food stores, government liquor stores, brewers' retail stores, wine stores, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed—cash and carry characteristics—popularly known as 5¢—\$1.00 stores; they are most prevalent in the "chain" field.

Motor vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and filling stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants' specialty stores. These are included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio stores include those stores selling mainly furniture or appliances and radios along with those stores selling a combination of furniture and appliances.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.



## SHOPPING CENTRES IN CANADA

(Retail Trade)

1957

The first study of shopping centres in Canada (1956) was undertaken mid-year 1957 and the results published in the form of a reference paper. The primary purpose of this initial survey was to determine the effect of this relatively new merchandising development on the retail sector of our economy. The results of this survey indicated that the data collected would not only serve as an indicator of the rate at which the decentralization of retail merchandising had progressed but would also serve as an important instrument in the refinement of certain retail trade statistics presently being collected by the Dominion Bureau of Statistics. It has been decided, therefore, to compile and publish shopping centre data on an annual basis and to incorporate these statistics into the annual bulletin on Retail Trade.

**Definition**

The main difficulty in developing an adequate definition of a shopping centre is the wide variation in their architectural design and leasing structure.

Some shopping centres have been designed in the form of a strip; others, in a cluster or mall-type pattern. There are considerable differences in the number, type, and size of stores within shopping centres and there is no apparent agreement among the developers as to the parking /gross floor area ratio to be used.

Variations are found also in the financial arrangements between the lessor and the lessees. Some lessees rent their stores from the lessor on a percentage-of-sales or on a straight rental basis. Other tenants of stores located in shopping centres have been given the opportunity to purchase their premises from the developers. The latter are usually found in new communities whose by-laws make it necessary for all stores to be situated at a centralized location.

Because of the heterogeneous nature of the architectural and financial structures of shopping centres, it was felt that the definition would have to be made relatively flexible. It would, however, have to be rigid enough to exclude downtown areas which are sometimes referred to as "shopping centres." For the purposes of this survey, a shopping centre is defined as follows:

"A group of stores built in a cluster, strip or mall-type pattern. It must contain adjacent, common, off-street parking facilities for the benefit of its customers. It should have a minimum of five retail establishments. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and land on which it is situated but still be fully in-

tegrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playground, community activities, parking, etc., originate from one authority."

The above definition is basically the same as that employed for the 1956 survey. Some of the descriptive sentences concerning the financial arrangements between the lessor and the lessee have been omitted since they were superfluous to the definition.

**Collection**

Although retail sales remain the principal statistic in this survey, it was felt that compiling and publishing area data would be a major step towards meeting the needs of the users of these statistics. The favourable response to the request for area data from the lessors and lessees of retail stores in shopping centres has made it possible to publish a table on selling area and one on sale per square foot of selling area by trade and type of shopping centre.

As in the original survey, the collection of shopping centre data was effected in three general stages:

1. Information on new shopping centre developments was obtained through such sources as municipal authorities and chain store organizations.
2. Current listings of retail establishments within shopping centres, as well as information on gross floor area and parking area, were obtained primarily from the lessors of shopping centres.
3. Information such as sales and selling area was obtained directly from the retail establishments within the shopping centres. However, in a few cases, it was found necessary to estimate sales.

**Summary of results**

It was decided that stratification of shopping centres would be based on the number of retail establishments as in the former survey:

- Type A — shopping centres with 5 to 15 retail establishments.
- Type B — shopping centres with 16 to 30 retail establishments.
- Type C — shopping centres with more than 30 retail establishments.

The following table describes the three types of shopping centres in regard to the number of retail establishments, gross floor area, and parking area in each.

## Area Statistics of Shopping Centres, 1957

	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail est.):				
No. of retail establishments .....	5	15	8	7
Gross floor area <sup>1</sup> ..... (sq. ft.)	9,360	134,238	48,534	36,337
Parking area ..... (sq. ft.)	4,680	488,590	104,843	64,000
Type B (16-30 retail est.):				
No. of retail establishments .....	16	30	22	21
Gross floor area <sup>1</sup> ..... (sq. ft.)	64,200	340,000	154,744	123,851
Parking area ..... (sq. ft.)	63,780	1,000,000	395,787	367,970
Type C (30 or more retail est.):				
No. of retail establishments .....	31	49	35	32
Gross floor area <sup>1</sup> ..... (sq. ft.)	172,441	468,221	290,327	273,729
Parking area ..... (sq. ft.)	237,962	2,072,419	852,791	650,103

<sup>1</sup> Includes gross floor area of all premises — retail, service, offices etc.

During 1957, there were 91 shopping centres in Canada. This represents a net increase of 27 over the previous year. The following table compares the

number of such centres in existence during 1956 and 1957 by province and by type.

**Number of Shopping Centres in Canada, 1956 and 1957,  
by Province and by Type**

Province	Type A		Type B		Type C		Total	
	1956	1957	1956	1957	1956	1957	1956	1957
Nova Scotia .....	1	2	—	—	—	—	1	2
Quebec .....	4	5	6	10	—	—	10	15
Ontario .....	22	37	13	14	6	6	41	57
Saskatchewan .....	—	2	—	—	—	—	—	2
Alberta .....	6 <sup>1</sup>	7	1	1	—	—	7 <sup>1</sup>	8
British Columbia .....	4 <sup>1</sup>	5	1	2	—	—	5 <sup>1</sup>	7
<b>Canada</b> .....	<b>37<sup>1</sup></b>	<b>58</b>	<b>21</b>	<b>27</b>	<b>6</b>	<b>6</b>	<b>64<sup>1</sup></b>	<b>91</b>

<sup>1</sup> The number of shopping centres in the provinces of Alberta and British Columbia during the year 1956 has been revised as follows: Alberta — Type A, 6 shopping centres instead of 8; British Columbia — Type A, 4 shopping centres instead of 5.

The spread of shopping centres in Canada has continued during 1957 with Saskatchewan being the latest province in which such a development has occurred.

Ontario witnessed the sharpest gain in the number of shopping centres within its borders with the birth of 18 new centres — 15 of the Type A and 3 of the Type B variety. During the same period, two Type A shopping centres were deleted from the survey as they failed to fulfil the definition in regard to number of retail establishments. There was also a small shift in the size of Ontario shopping centres with two of the Type B class dropping to Type A.

Alberta had an increase of two Type A shopping centres during 1957. However, during the same period, one shopping centre in this category was

eliminated since the number of retail establishments which it contained fell below the minimum requirement of the definition.

In summary, 30 new shopping centres came into existence during 1957 and three were eliminated for a net growth of 27 shopping centres. The terms "birth" and "death" as used in this report refer to the acceptance or rejection of a retail development as a shopping centre according to the definition as stated in this report. In the case of a "shopping centre birth," the term does not necessarily imply that the actual construction and operation of the shopping centre was initiated during 1957.

The following table contains the basic information on the economic organization of retail trade within shopping centres during 1957.

## Economic Organization of Retail Trade within Shopping Centres, Canada, 1957, by Type

	Type A 5-15 retail units	Type B 16-30 retail units	Type C over 30 retail units	Total
Number of shopping centres .....	58	27	6	91
Number of stores:				
Independent <sup>1</sup> .....	320	291	104	715
Chain .....	167	299	108	574
<b>Total</b> .....	<b>487</b>	<b>590</b>	<b>212</b>	<b>1,289</b>
Sales:				
Independent <sup>1</sup> .....	\$ 31,127,365	62,924,981	35,760,949	129,813,295
Chain .....	\$ 75,021,347	115,589,439	36,131,768	226,742,554
<b>Total</b> .....	<b>\$ 106,148,712</b>	<b>178,514,420</b>	<b>71,892,717</b>	<b>356,555,849</b>

<sup>1</sup> Includes department stores.

The 91 shopping centres in operation during 1957 had a total sales volume of \$356,555,849. This represents an increase of \$120,627,627 or 51.1 per cent over the 1956 revised sales figure of \$235,928,222. The net addition of the 27 shopping centres during 1957 accounted for \$49,673,603 or 41.2 per cent of this increased sales volume. The remainder of this increase (\$70,954,024) was due to both the growth in the number of retail establishments within the shopping centres in existence prior

to 1957 and the increase in sales of those retail firms that were in business during 1956.

All trades represented in shopping centres experienced a growth in sales volume from the previous year with family clothing stores, other food and beverage stores, and furniture, appliance and radio stores witnessing the largest percentage increases.

## Comparison of Sales by Selected Kinds of Businesses within Shopping Centres 1956 and 1957

Kind of business	Sales		Change 1957/56
	1956 <sup>1</sup>	1957	
	dollars		%
Grocery and combination .....	105,136,670	161,995,252	+ 54.1
Other food and beverage .....	4,462,599	16,022,657	+259.0
Department .....	56,088,469	68,054,931	+ 21.3
Variety .....	14,179,371	21,958,286	+ 54.9
Garage and filling station .....	1,449,267	1,946,741	+ 34.3
Men's clothing .....	4,802,310	6,844,891	+ 42.5
Family clothing .....	445,085	2,406,142	+440.6
Women's clothing .....	10,513,317	15,380,348	+ 46.3
Shoe .....	5,611,792	7,684,319	+ 36.9
Hardware .....	5,891,880	8,434,932	+ 43.2
Furniture, appliance and radio .....	3,505,889	7,122,742	+103.2
Restaurant .....	3,702,904	5,464,847	+ 47.6
Drug .....	9,052,916	13,180,569	+ 45.6
Jewellery .....	1,326,462	2,107,625	+ 58.9
Miscellaneous .....	9,759,291	17,951,567	+ 83.9
<b>Total, all trades</b> .....	<b>235,928,222</b>	<b>356,555,849</b>	<b>+ 51.1</b>

<sup>1</sup> Revised.

The following table shows that the retail merchandising structure of shopping centres has not changed appreciably from 1956 to 1957. The grocery and combination store trade continues to obtain the largest percentage of shopping centre sales with department stores and variety stores

retaining second and third positions respectively. In regard to the number of stores, the miscellaneous category still leads with 20.6 per cent of the total number of retail stores while the other food and beverage group took over second place from women's clothing stores.



## Percentage Distribution of Stores and Sales in Shopping Centres by Trade 1956 and 1957

Kind of business	No of stores <sup>1</sup>		Sales <sup>1</sup>	
	1956 <sup>2</sup>	1957	1956 <sup>2</sup>	1957
	percentage			
Grocery and combination .....	7.4	7.5	44.6	45.4
Other food and beverage .....	11.2	12.8	1.9	4.5
Department .....	1.3	1.0	23.8	19.1
Variety .....	5.7	5.4	6.0	6.2
Garage and filling station .....	1.0	1.5	0.6	0.5
Men's clothing .....	6.5	5.5	2.0	1.9
Family clothing .....	1.1	1.3	0.2	0.7
Women's clothing .....	13.5	12.4	4.4	4.3
Shoe .....	7.6	7.6	2.4	2.2
Hardware .....	5.5	5.5	2.5	2.4
Furniture, appliance and radio .....	4.5	4.1	1.5	2.0
Restaurant .....	4.8	5.2	1.6	1.5
Drug .....	7.0	6.8	3.8	3.7
Jewellery .....	2.8	2.8	0.6	0.6
Miscellaneous .....	20.1	20.6	4.1	5.0
<b>Total, all trades</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Includes both Independent and Chain Stores.<sup>2</sup> Revised.

There has been a slight shift from 1956 to 1957 in the percentage distribution of chain and independent stores in regard to number of establish-

ments and sales. Chain stores have assumed a larger proportion in the distribution of both number of retail establishments and sales during 1957.

## Percentage Distribution of Stores and Sales between Chain and Independent Stores 1956 and 1957

	Independent stores		Chain stores	
	1956 <sup>1</sup>	1957	1956 <sup>1</sup>	1957
	percentage			
Number .....	57.0	55.5	43.0	44.5
Sales .....	39.3	36.4	60.7	63.6

<sup>1</sup> Revised

The sales made by retail stores located in shopping centres during 1957 represent 2.4 per cent of the total estimated retail sales in Canada. However, as mentioned in the original reference paper, a more realistic appraisal of the percentage of business done by shopping centres is the comparison of their sales for similar kinds of business

within the provinces in which shopping centres are located. The percentage of business done in shopping centres is raised to 3.6 per cent by the exclusion from total retail sales of such trades as motor vehicle dealers, lumber and building material dealers, and farm implement dealers, which are not represented in shopping centres.

Percentage of Shopping Centre Sales to Total Retail Sales<sup>1</sup> by Regions

Province	Provincial retail sales <sup>1</sup>	Shopping centres	
		Sales	Percentage total sales
	dollars		%
Ontario .....	4,093,004,000	226,090,485	5.5
Quebec .....	2,644,413,600	74,678,744	2.8
Other provinces <sup>2</sup> .....	3,178,755,900	55,786,620	1.8
<b>Total</b> .....	<b>9,916,173,500</b>	<b>356,555,849</b>	<b>3.6</b>

<sup>1</sup> Excludes the sales of the following trades: general stores, motor vehicle dealers, lumber and building material dealers, farm implement dealers, fuel dealers, used car dealers, and other farm stores.

<sup>2</sup> Includes Atlantic Provinces, Alberta, British Columbia and Saskatchewan.

Additional information on the number of establishments and sales of retail stores (chain and

independent) in shopping centres is given in tables 1 to 3.



**TABLE 1. Retail Sales in Shopping Centres, Canada 1957,  
by Type of Shopping Centre and by Kind of Business**

Kind of business	Type A 5-15 retail units			Type B 16-30 retail units		
	Independent	Chain	All stores	Independent	Chain	All stores
	dollars					
Grocery and combination.....	9,087,147	59,155,201	68,242,348	<sup>1</sup>	70,241,677	<sup>1</sup>
Other food and beverage.....	1,501,900	2,200,583	3,702,483	2,935,106	7,673,263	10,608,369
Department .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	—	<sup>1</sup>
Variety.....	<sup>1</sup>	<sup>1</sup>	4,954,676	<sup>1</sup>	12,059,794	<sup>1</sup>
Garage and filling station .....	1,162,715	—	1,162,715	<sup>1</sup>	<sup>1</sup>	723,882
Men's clothing .....	1,208,100	<sup>1</sup>	<sup>1</sup>	1,839,411	1,976,657	3,816,068
Family clothing .....	<sup>1</sup>	<sup>1</sup>	498,351	719,178	669,331	1,388,509
Women's clothing .....	806,130	3,387,593	4,193,723	1,331,610	5,805,553	7,137,163
Shoe .....	265,029	1,464,152	1,729,181	538,564	3,656,110	4,194,674
Hardware.....	2,830,789	<sup>1</sup>	<sup>1</sup>	1,736,230	2,329,578	4,065,808
Furniture, appliance and radio.....	578,503	215,502	794,005	1,095,399	1,024,882	2,120,281
Restaurant .....	1,843,422	—	1,843,422	2,443,672	<sup>1</sup>	<sup>1</sup>
Drug .....	3,977,925	2,278,085	6,256,010	2,774,808	2,594,722	5,369,530
Jewellery.....	308,910	—	308,910	445,612	696,086	1,141,698
Miscellaneous.....	2,240,304	877,127	3,117,431	5,412,382	6,589,188	12,001,570
<b>Total, all trades.....</b>	<b>31,127,365</b>	<b>75,021,347</b>	<b>106,148,712</b>	<b>62,924,981</b>	<b>115,589,439</b>	<b>178,514,420</b>
	Type C over 30 retail units			Total, all types		
	Independent	Chain	All stores	Independent	Chain	All stores
	dollars					
Grocery and combination.....	<sup>1</sup>	20,693,823	<sup>1</sup>	11,904,551	150,090,701	161,995,252
Other food and beverage.....	503,752	1,208,053	1,711,805	4,940,758	11,081,899	16,022,657
Department .....	<sup>1</sup>	—	<sup>1</sup>	68,054,931	—	68,054,931
Variety.....	<sup>1</sup>	<sup>1</sup>	4,885,846	428,987	21,529,299	21,958,286
Garage and filling station .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	1,946,741
Men's clothing .....	751,622	<sup>1</sup>	<sup>1</sup>	3,799,133	3,045,758	6,844,891
Family clothing .....	<sup>1</sup>	<sup>1</sup>	519,282	1,060,995	1,345,147	2,406,142
Women's clothing .....	1,115,753	2,933,709	4,049,462	3,253,493	12,126,855	15,380,348
Shoe .....	641,094	1,119,370	1,760,464	1,444,687	6,239,632	7,684,319
Hardware.....	792,567	<sup>1</sup>	<sup>1</sup>	5,359,586	3,075,346	8,434,932
Furniture, appliance and radio.....	3,374,473	833,983	4,208,456	5,048,375	2,074,367	7,122,742
Restaurant .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	5,464,847
Drug .....	<sup>1</sup>	<sup>1</sup>	1,555,029	<sup>1</sup>	<sup>1</sup>	13,180,569
Jewellery.....	295,345	361,672	657,017	1,049,867	1,057,758	2,107,625
Miscellaneous.....	1,631,543	1,201,023	2,832,566	9,284,229	8,667,338	17,951,567
<b>Total, all trades.....</b>	<b>35,760,949</b>	<b>36,131,768</b>	<b>71,892,717</b>	<b>129,813,295</b>	<b>226,742,554</b>	<b>356,555,849</b>

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 2. Percentage Distribution of Stores and Sales in Shopping Centres, Canada, 1957,  
by Type of Shopping Centre and by Kind of Business**

Kind of business	Type A—5-15 retail units				Type B—16-30 retail units			
	Independent stores		Chain stores		Independent stores		Chain stores	
	No.	Sales	No.	Sales	No.	Sales	No.	Sales
	percentage							
Grocery and combination.....	6.6	29.2	21.5	78.9	1.4	<sup>1</sup>	8.4	60.8
Other food and beverage .....	10.3	<sup>1</sup>	15.6	2.9	13.4	4.6	15.1	6.6
Department .....	0.6	<sup>1</sup>	—	—	2.4	<sup>1</sup>	—	—
Variety .....	1.6	0.7	10.2	<sup>1</sup>	0.3	<sup>1</sup>	11.0	10.4
Garage and filling station .....	4.1	3.7	—	—	1.0	<sup>1</sup>	0.3	<sup>1</sup>
Men's clothing .....	5.6	<sup>1</sup>	1.2	<sup>1</sup>	6.5	2.9	5.7	1.7
Family clothing .....	0.9	0.8	1.8	0.3	1.7	1.1	1.3	0.6
Women's clothing .....	6.3	2.6	16.7	4.5	9.3	2.1	17.1	5.0
Shoe .....	2.2	0.9	13.8	2.0	3.8	0.9	13.1	3.2
Hardware .....	13.1	9.1	1.2	<sup>1</sup>	4.8	2.8	2.3	2.0
Furniture, appliance and radio.....	3.1	1.9	1.8	0.3	4.8	1.7	3.3	0.9
Restaurant.....	12.5	5.9	—	—	5.9	3.9	0.3	<sup>1</sup>
Drug .....	10.6	12.8	11.4	3.0	3.8	4.4	5.4	2.2
Jewellery.....	3.4	1.0	—	—	3.8	0.7	2.0	0.6
Miscellaneous.....	19.1	7.2	4.8	1.2	37.1	8.6	14.7	5.7
<b>Total, all trades.....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
	Type C—over 30 retail units					Total, all types		
	Independent stores		Chain stores		Independent and chain stores			
	No.	Sales	No.	Sales	No.	Sales		
	percentage							
Grocery and combination.....	1.9	<sup>1</sup>	8.3	57.3	7.5	45.4		
Other food and beverage .....	7.7	1.4	12.9	3.4	12.8	4.5		
Department .....	3.8	<sup>1</sup>	—	—	1.0	19.1		
Variety .....	1.9	<sup>1</sup>	10.2	<sup>1</sup>	5.4	6.2		
Garage and filling station .....	1.9	<sup>1</sup>	—	—	1.5	0.5		
Men's clothing .....	7.7	2.1	6.5	<sup>1</sup>	5.5	1.9		
Family clothing .....	1.0	<sup>1</sup>	0.9	<sup>1</sup>	1.3	0.7		
Women's clothing .....	12.5	3.1	19.4	8.1	12.4	4.3		
Shoe .....	6.8	1.8	10.4	3.1	7.6	2.2		
Hardware .....	3.8	2.2	1.8	<sup>1</sup>	5.5	2.4		
Furniture, appliance and radio.....	8.7	9.4	6.5	2.3	4.1	2.0		
Restaurant.....	8.7	<sup>1</sup>	—	—	5.2	1.5		
Drug .....	1.9	<sup>1</sup>	5.5	<sup>1</sup>	6.8	3.7		
Jewellery.....	3.8	0.9	3.7	1.0	2.8	0.6		
Miscellaneous.....	27.9	4.6	13.9	3.3	20.6	5.0		
<b>Total, all trades.....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 3. Retail Sales in Shopping Centres 1957,  
by Province and Kind of Business**

Kind of business	Canada	Ontario	Quebec	Other Provinces
	dollars			
Grocery and combination .....	161,995,252	103,775,660	41,453,074	16,766,518
Other food and beverage .....	16,022,657	9,887,177	2,060,306	4,075,174
Department .....	68,054,931			
Variety .....	21,958,286	14,080,922	6,331,673	1,545,691
Garage and filling station .....	1,946,741	1,083,146	44,806	* 818,789
Men's clothing .....	6,844,891	4,737,598	1,474,151	633,142
Family clothing .....	2,406,142	1,423,690	696,862	285,590
Women's clothing .....	15,380,348	11,262,532	3,252,560	865,256
Shoe .....	7,684,319	5,245,049	2,064,840	374,430
Hardware .....	8,434,932	4,549,661	2,982,523	902,748
Furniture, appliance and radio .....	7,122,742	5,492,590	515,422	1,114,730
Restaurant .....	5,464,847	3,906,261	919,393	639,193
Drug .....	13,180,569	8,679,437	2,395,954	2,105,178
Jewellery .....	2,107,625	1,448,069	418,455	241,101
Miscellaneous .....	17,951,567			
<b>Total, all trades .....</b>	<b>356,535,849</b>	<b>226,090,485</b>	<b>74,678,744</b>	<b>55,786,620</b>

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but are included in totals.

#### Area of Retail Establishments

The inclusion of tables on selling area and sales per square foot of selling area for certain kinds of retail businesses represents the first attempt by the Dominion Bureau of Statistics to publish such data. The following tables present two measures of central tendency, the "median" and the "average" or arithmetic mean. The median is that value which divides a distribution so that one-half or more of the items are equal to or less than it and one-half or more of the items are equal to or greater than it. The advantage of the median is that a few extreme values will have no influence on it. The average or arithmetic mean, on the other hand, is affected by the value of every item in the distribution, and the presence of any extremely large

(or extremely small) items in the distribution may result in a mean which is very misleading. The arithmetic mean, however, is an important tool in statistical analysis and is, therefore, included for this purpose.

The figures in table 4 were obtained through the tabulation of area data supplied by all retail establishments irrespective of whether the establishment was in operation for a complete year or not. However, for table 5 only the information of those firms which operated for a complete year was used.

The figures in tables 4 and 5 are based on a minimum of five retail establishments in each cell.

**TABLE 4. Selling Area by Kind of Business and Type of Shopping Centre 1957,  
Two Measures of Central Tendency—Median and Average**

Kind of business	Type A 5-15 retail units				Type B 16-30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
	square feet							
Grocery and combination .....	3,762	4,066	8,556	9,819	<sup>1</sup>	<sup>1</sup>	15,938	14,698
Department .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	—	—
Variety .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	10,027	10,648
Men's clothing .....	1,100	1,165	<sup>1</sup>	<sup>1</sup>	1,473	2,019	2,075	2,034
Family clothing .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Women's clothing .....	923	1,029	1,800	1,866	1,180	1,262	2,000	1,916
Shoe .....	<sup>1</sup>	<sup>1</sup>	1,800	1,744	1,388	1,254	2,000	1,934
Hardware .....	1,440	1,837	<sup>1</sup>	<sup>1</sup>	3,435	3,432	4,200	7,344
Furniture, appliance and radio .....	1,600	2,625	<sup>1</sup>	<sup>1</sup>	1,666	2,227	1,800	5,140
Restaurant .....	1,100	1,241	—	—	2,418	2,815	<sup>1</sup>	<sup>1</sup>
Drug .....	1,400	1,532	2,900	2,863	2,700	2,709	3,600	3,910
Jewellery .....	500	572	—	—	775	782	1,212	1,387

<sup>1</sup> Insufficient number of firms reporting selling area.

**TABLE 4. Selling Area by Kind of Business and Type of Shopping Centre 1957,  
Two Measures of Central Tendency—Median and Average—Concluded**

Kind of business	Type C over 30 retail units				Total, all types	
	Independent		Chain		Independent and chain	
	Median	Average	Median	Average	Median	Average
	square feet					
Grocery and combination .....	1	1	13,600	12,777	8,200	9,391
Department .....	1	1	—	—	85,272	79,146
Variety .....	1	1	1	1	9,367	9,379
Men's clothing .....	1,250	1,489	1	1	1,500	1,722
Family clothing .....	1	1	1	1	2,400	5,310
Women's clothing .....	1,527	1,812	2,310	2,045	1,700	1,683
Shoe .....	1,100	1,052	1,984	2,151	1,843	1,726
Hardware .....	1	1	1	1	2,100	3,138
Furniture, appliance and radio .....	2,350	5,804	1,675	3,331	1,750	3,596
Restaurant .....	1	1	—	—	1	1
Drug .....	1	1	1	1	1	1
Jewellery .....	1	1	1	1	840	1,112

<sup>1</sup> Insufficient number of firms reporting selling area.

**TABLE 5. Sales per Square Foot of Selling Area by Kind of Business and Type of Shopping Centre  
Two Measures of Central Tendency—Median and Average**

Kind of business	Type A 5 to 15 retail units				Type B 16 to 30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination .....	150.5	158.8	142.6	170.2	1	1	202.9	221.3
Department .....	1	1	—	—	66.3	71.0	—	—
Variety .....	1	1	34.1	36.9	1	1	39.4	42.8
Men's clothing .....	61.2	59.5	1	1	71.9	78.1	62.8	67.3
Family clothing .....	1	1	1	1	1	1	1	1
Women's clothing .....	71.3	54.8	42.6	46.6	52.4	55.8	47.3	58.0
Shoe .....	1	1	32.7	34.3	44.1	38.8	55.3	62.3
Hardware .....	38.6	40.9	1	1	51.3	50.3	1	1
Furniture, appliance and radio .....	38.2	31.0	1	1	46.1	45.3	43.0	27.3
Restaurant .....	50.0	42.7	—	—	52.1	55.9	1	1
Drug .....	88.9	83.8	50.8	57.9	120.5	96.7	59.0	57.8
Jewellery .....	36.9	52.4	—	—	61.1	64.1	104.5	112.0
	Type C over 30 retail units				Total, all types			
	Independent		Chain		Chain and independent			
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination .....	1	1	126.9	129.8	153.0	153.0	182.7	182.7
Department .....	1	1	—	—	67.5	67.5	70.4	70.4
Variety .....	1	1	41.0	43.9	37.7	37.7	41.3	41.3
Men's clothing .....	73.1	66.7	59.7	55.2	63.2	63.2	66.4	66.4
Family clothing .....	1	1	1	1	41.1	41.1	34.3	34.3
Women's clothing .....	50.1	52.3	38.5	45.5	46.8	46.8	52.4	52.4
Shoe .....	1	1	53.3	46.3	40.5	40.5	51.4	51.4
Hardware .....	1	1	1	1	40.0	40.0	47.7	47.7
Furniture, appliance and radio .....	65.3	97.9	31.8	32.2	43.1	43.1	48.8	48.8
Restaurant .....	69.0	62.1	—	—	54.9	54.9	53.7	53.7
Drug .....	1	1	44.4	43.4	68.0	68.0	67.5	67.5
Jewellery .....	1	1	1	1	58.5	58.5	65.2	65.2

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.









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## RETAIL TRADE

1958

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RETAIL TRADE  
1958

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# **PUBLICATIONS RELATING TO RETAIL TRADE**

Catalogue number	Title	Price
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63-415	Operating Results and Financial Structure of Independent Tobacco Stores .....	.50

*Other occasional reports and 1951 Census reports on retail trade are shown in a complete list of publications of the Dominion Bureau of Statistics which is available on request from the Information Services Division, D.B.S., or from the Queen's Printer, Ottawa.*

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## RETAIL TRADE 1958

Retail trade has continued to climb upwards, in dollar volume, reaching a high of \$15,444,341 in 1958; an increase of 4.2 per cent over the previous year.

All provinces registered increased sales in 1958 with Saskatchewan showing the most favourable increase from the previous year with a gain of 6.9 per cent. The remaining provinces had the following percentage increases: Alberta, 5.3 per cent; Ontario, 4.8 per cent; Atlantic Provinces, 4.6 per cent; Manitoba, 3.8 per cent; Quebec, 3.6 per cent; and British Columbia, 0.9 per cent.

Grocery and Combination Stores and Motor Vehicle Dealers continued to dominate the retail sector of the economy with 35.8 per cent of the total dollar volume.

Sales by Motor Vehicle Dealers and Furniture, Appliance and Radio Stores continued to decline for the second consecutive year. All the remaining trades showed increases over the previous year. The substantial rate of growth evident in Garages and Filling Stations during the past number of years was continued in 1958 with a gain of 10.4 per cent in sales over the previous year. Significant increases were also registered in the following trades: Grocery and Combination Stores, 8.0 per cent; Shoe Stores, 7.3 per cent; Drug Stores, 7.0 per cent and Variety Stores, 6.5 per cent.

The estimates of retail sales represent total dollar volume and have not been adjusted for price changes nor, in the monthly distribution, for seasonal variation.

Estimates of retail trade are published monthly as well as annually. The link-relative approach is employed in producing these estimates. The monthly estimates are published approximately a month and a half after the survey month. In the December issue of any year, the monthly estimates are revised, and, in reality, this bulletin replaces the preceding monthly bulletins for that year. A second and final revision to the figures which are contained in the December bulletin takes place approximately one year after the survey year.

These final estimates are compiled in two broad stages. The first is a combination of an annual sur-

vey of approximately 13,000 independent retail stores in all trades and areas, department stores, and all known retail chain stores. Annual chain store sales are compiled from an annual census of all chain store firms in every trade and area. A monthly sample of independent, chain and department store firms for which sales estimates are compiled and published has been used to pro-rate the annual totals to a monthly basis. The second stage is an annual survey designed to yield adjustments resulting from store "births" and "deaths" by trades and by regions. The results from these two surveys are combined and published approximately one year after the survey year.

It should be borne in mind that estimates of sales are made for only "easily recognizable" retail establishments. They do not include door to door sales, mail order sales by record and book clubs, retail sales by manufacturers, wholesalers or service establishments. However, continual study is being given to closing these gaps and during the past year a step in this direction has been taken with the publication of a report on "Vending Machine Operators".

In this report, a vending machine operator was defined as "an individual or organization who owns (or rents), locates, services and repairs (on own account or on a contract basis) venders with the right vested in the firm to withdraw monies from the venders. The venders must be located on the premises other than those of the "operator" except in the case of incorporated subsidiary firms whose function it is to operate venders on the premises of the parent company."

As shown in the following table, vending machine operators sold \$22,573,000 of merchandise in 1958 through venders. It is anticipated that sales through venders will assume a more significant proportion of total retail sales in the future.

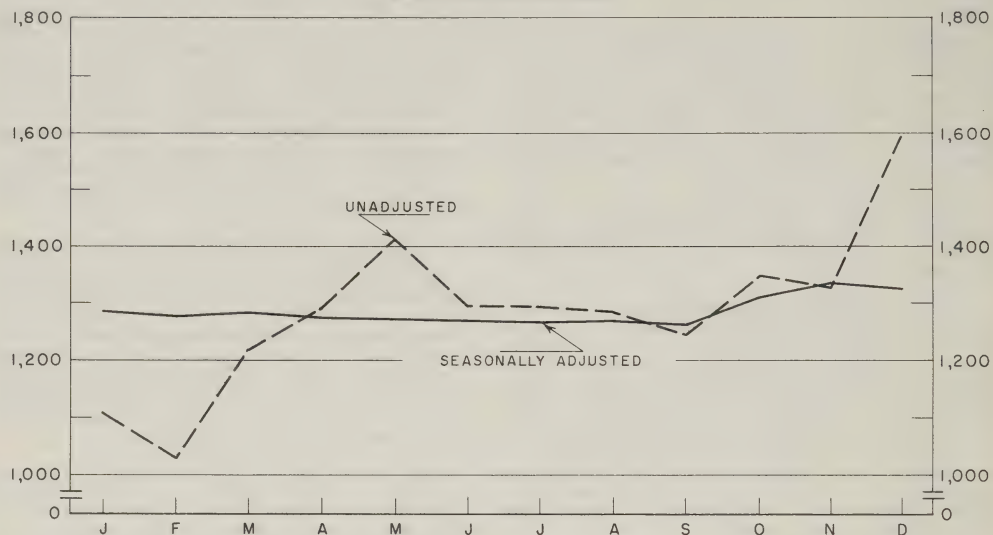
Data on retail sales made through hotels are contained in an annual report published by the Dominion Bureau of Statistics. As indicated in the following table sales of meals, beer, wine and liquor and other merchandise totalled \$351,404,000 in 1958.

Provinces	Vending machine operators	Hotels		
		Meals	Beer	Merchandise
thousands of dollars				
Newfoundland .....	—	751	1,063	127
Prince Edward Island .....	587	308	—	27
Nova Scotia .....	—	2,765	352	131
New Brunswick .....	—	1,462	—	194
Quebec .....	6,670	22,902	59,400	3,190
Ontario .....	11,569	34,380	69,715	6,814
Manitoba .....	1,701	3,655	21,973	1,422
Saskatchewan .....	—	3,705	25,879	2,006
Alberta .....	—	6,904	30,105	3,090
British Columbia .....	2,046	10,718	35,208	3,158
<b>Total .....</b>	<b>22,573</b>	<b>87,550</b>	<b>243,695</b>	<b>20,159</b>

Retail sales by vending machine operators and hotels are additional to the sales shown in the main tables of this report. Information on the other "gaps"

discussed in this report are not available at this time.

### RETAIL SALES, 1958 (MILLIONS OF DOLLARS)



### RETAIL CHAIN STORE SALES IN CANADA IN PROPORTION TO TOTAL SALES FOR SELECTED YEARS

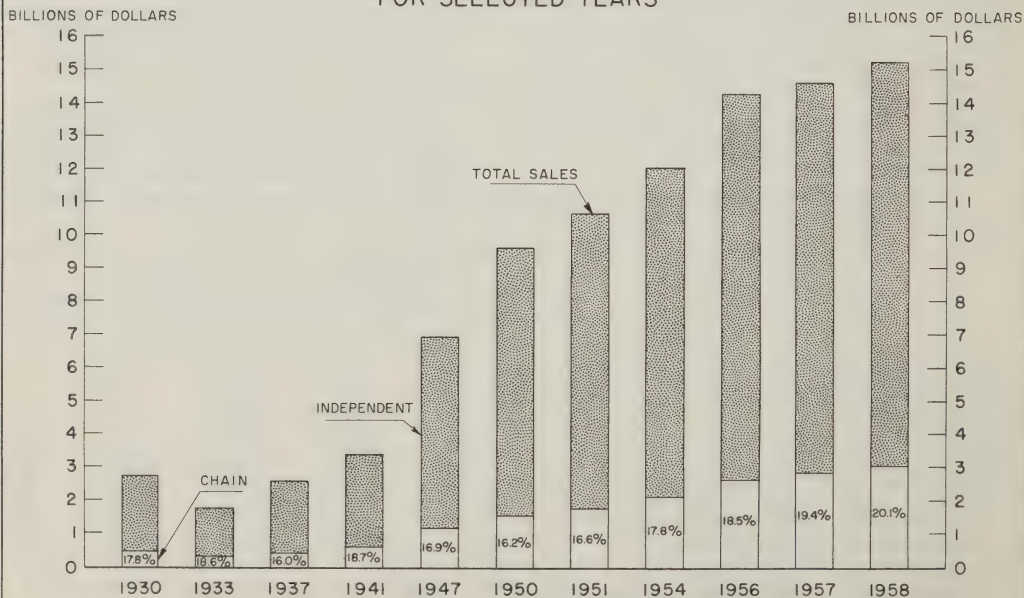


TABLE 1. Retail Trade in Canada, 1930-58, by Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
thousands of dollars								
1930	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932	1,906,301	140,276	461,874	783,373	130,562	111,598	115,278	165,250
1933	1,772,927	129,428	419,174	735,077	121,117	102,770	106,520	156,841
1934	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953	12,126,034	1,017,854	2,756,136	4,615,976	677,161	845,038	987,495	1,228,373
1954	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499
1955	13,111,895	1,127,112	3,005,671	5,115,239	669,254	747,985	1,034,995	1,411,640
1956	14,297,557	1,211,156	3,322,150	5,498,554	700,145	812,261	1,158,960	1,594,331
1957	14,826,441	1,233,870	3,521,412	5,663,428	725,819	854,751	1,211,019	1,616,143
1958	15,444,341	1,290,091	3,646,651	5,934,446	753,603	913,517	1,274,812	1,631,221

TABLE 2. Percentage of Sales of Major Trades to Total Volume for Specified Years

Kind of business	1930	1933	1937	1941	1944	1947	1951	1954	1957	1958
<b>Total, all trades</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and combination	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	19.5	20.2
General	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.0	4.0
Department	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.8	8.6	8.7
Motor vehicle	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	16.8	15.6
Hardware and building materials	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.1	5.2
Furniture and household appliances	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	3.8	3.7
Clothing and shoes	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.7	5.7
Total, major trades	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	63.5	63.1
All other trades	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	36.5	36.9

TABLE 3. Percentage Changes in Retail Trade - 1958/57 by Provinces and Kinds of Business

Kind of business	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>Total, all trades</b>	<b>+ 4.2</b>	<b>+ 4.6</b>	<b>+ 3.6</b>	<b>+ 4.8</b>	<b>+ 3.8</b>	<b>+ 6.9</b>	<b>+ 5.3</b>	<b>+ 0.9</b>
Grocery and combination	+ 8.0	+ 7.1	+ 7.2	+ 8.3	+ 5.0	+ 6.6	+ 12.6	+ 8.7
Other food and beverages	+ 3.5	+ 1.6	+ 3.8	+ 5.4	+ 3.5	+ 7.4	- 4.8	+ 0.9
General stores	+ 4.9	+ 4.2	+ 6.7	+ 5.4	- 3.8	+ 3.9	+ 9.4	+ 7.2
Department stores	+ 5.0	+ 5.6	+ 2.6	+ 4.9	+ 4.4	+ 5.5	+ 10.7	+ 6.7
Variety stores	+ 6.5	+ 7.1	+ 5.2	+ 6.7	+ 6.7	+ 8.3	+ 6.3	+ 10.1
Motor vehicle dealers	- 2.8	- 0.3	- 8.8	+ 1.0	+ 0.9	+ 4.8	- 5.3	- 8.1
Garages and filling stations	+ 10.4	+ 13.1	+ 13.2	+ 8.1	+ 7.3	+ 19.6	+ 8.7	+ 8.7
Men's clothing stores	+ 0.9	+ 5.4	+ 0.1	+ 1.1	- 19.0	+ 1.4	+ 1.6	+ 5.2
Family clothing stores	+ 4.1	+ 3.7	+ 4.8	+ 4.3	+ 26.2	+ 3.3	- 10.4	+ 1.8
Women's clothing stores	+ 3.1	- 9.3	+ 4.0	+ 3.0	+ 32.6	+ 4.1	+ 5.2	- 1.6
Shoe stores	+ 7.3	+ 5.8	+ 8.4	+ 8.2	+ 1.9	- 12.2	- 5.8	+ 16.7
Hardware stores	+ 5.1	+ 0.4	+ 11.5	+ 0.2	+ 4.3	+ 14.3	+ 6.2	+ 0.6
Lumber and building material dealers	+ 5.2	- 3.1	+ 6.6	+ 2.3	+ 16.2	+ 4.8	+ 7.1	+ 5.0
Furniture, appliance and radio stores	- 0.3	+ 3.8	- 1.2	- 3.4	+ 6.3	+ 4.0	+ 12.6	- 2.5
Restaurants	+ 2.9	+ 3.8	+ 3.3	+ 4.0	+ 4.9	+ 5.4	+ 5.9	- 6.5
Fuel dealers	+ 1.4	- 5.4	+ 1.6	+ 3.0	+ 14.1	- 12.4	+ 189.1	- 10.0
Drug stores	+ 7.0	+ 5.3	+ 9.4	+ 6.0	+ 8.3	+ 5.7	+ 7.9	+ 7.2
Jewellery stores	+ 1.7	+ 8.2	+ 3.0	+ 0.3	+ 10.8	+ 0.6	+ 4.7	- 3.2
Miscellaneous	+ 5.4	+ 8.7	+ 6.6	+ 6.1	- 2.6	+ 9.7	+ 7.4	- 1.8



TABLE 4. Estimated Retail Trade—Chain and Independent—by Provinces and Kinds of Business, 1958

No.	Kind of business	All stores	Chain stores	Independent stores
Canada				
thousands of dollars				
1	<b>Total, all trades .....</b>	<b>15,444,341</b>	<b>3,073,147</b>	<b>12,371,194</b>
2	Grocery and combination stores .....	3,125,883	1,368,883	1,757,000
3	Other food and beverages .....	1,119,724	587,247	532,477
4	General stores .....	624,709	42,513	582,196
5	Department stores .....	1,345,317	—	1,345,317
6	Variety stores .....	315,112	264,298	50,814
7	Motor vehicle dealers .....	2,413,581	24,270	2,389,311
8	Garages and filling stations .....	1,036,718	5,458	1,031,261
9	Men's clothing stores .....	237,572	29,157	208,415
10	Family clothing stores .....	226,558	44,958	181,600
11	Women's clothing stores .....	264,946	78,147	186,798
12	Shoe stores .....	146,272	63,938	82,334
13	Hardware stores .....	317,836	43,043	274,793
14	Lumber and building material dealers .....	481,640	106,997	374,644
15	Furniture, appliance and radio dealers .....	565,772	128,404	437,368
16	Restaurants .....	542,833	38,236	504,597
17	Fuel dealers .....	326,298	6,484	319,814
18	Drug stores .....	382,731	49,912	332,819
19	Jewellery stores .....	133,120	47,017	86,103
20	Miscellaneous .....	1,837,717	144,184	1,693,534
Manitoba				
21	<b>Total, all trades .....</b>	<b>753,603</b>	<b>120,715</b>	<b>632,889</b>
22	Grocery and combination stores .....	124,009	47,816	76,193
23	Other food and beverages .....	36,687	23,248	13,440
24	General stores .....	48,026	<sup>1</sup>	<sup>1</sup>
25	Department stores .....	116,933	—	116,933
26	Variety stores .....	7,772	7,543	229
27	Motor vehicle dealers .....	119,686	—	119,686
28	Garages and filling stations .....	32,038	<sup>1</sup>	<sup>1</sup>
29	Men's clothing stores .....	5,939	<sup>1</sup>	<sup>1</sup>
30	Family clothing stores .....	10,950	1,387	9,562
31	Women's clothing stores .....	7,951	1,847	6,104
32	Shoe stores .....	3,405	924	2,482
33	Hardware stores .....	19,434	<sup>1</sup>	<sup>1</sup>
34	Lumber and building material dealers .....	46,380	12,000	34,380
35	Furniture, appliance and radio dealers .....	23,786	6,400	17,385
36	Restaurants .....	26,705	2,526	24,179
37	Fuel dealers .....	10,551	<sup>1</sup>	<sup>1</sup>
38	Drug stores .....	18,859	<sup>1</sup>	<sup>1</sup>
39	Jewellery stores .....	6,345	<sup>1</sup>	<sup>1</sup>
40	Miscellaneous .....	88,148	5,484	82,665

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

Note: Any slight differences between the totals and their components in this bulletin are due to the rounding of the figures.

TABLE 4. Estimated Retail Trade—Chain and Independent—by Provinces and Kinds of Business, 1958

All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	No.
Atlantic Provinces			Quebec			Ontario			
thousands of dollars									
1,290,091	214,777	1,075,314	3,646,651	619,584	3,027,067	5,934,446	1,451,325	4,483,120	1
291,655	62,844	228,811	867,348	278,411	588,937	1,230,673	728,733	501,940	2
92,215	1	1	311,110	98,295	212,815	454,228	273,945	180,283	3
139,256	11,296	127,960	104,519	7,784	96,735	121,211	1	1	4
99,328	—	99,328	231,491	—	231,491	449,128	—	449,128	5
32,576	29,365	3,211	82,359	68,406	13,952	147,544	122,969	24,575	6
211,592	22,022	189,570	495,100	—	495,100	871,339	1	1	7
83,284	1	1	234,745	1	1	442,908	1	1	8
13,757	1	1	62,175	5,169	57,006	98,547	20,599	77,949	9
33,052	3,151	29,901	80,999	21,866	59,132	65,891	12,494	53,397	10
11,214	2,198	9,016	73,883	20,246	53,637	111,451	38,100	73,351	11
10,640	2,352	8,289	39,660	18,778	20,882	68,539	34,251	34,288	12
20,038	1	1	68,832	8,297	60,536	106,395	8,730	97,665	13
17,253	—	17,253	92,608	1	1	166,598	26,830	139,769	14
42,045	10,688	31,358	159,826	36,083	123,744	219,236	52,157	167,079	15
25,673	960	24,712	140,599	8,689	131,910	218,352	14,562	203,790	16
17,437	—	17,437	90,515	—	90,515	172,199	1	1	17
27,603	2,638	24,964	81,725	6,319	75,406	161,576	21,831	139,745	18
10,124	2,503	7,622	27,553	7,810	19,743	58,444	21,967	36,478	19
111,348	4,008	107,340	401,603	28,783	372,820	770,187	63,823	706,365	20
Saskatchewan			Alberta			British Columbia			
913,517	128,762	784,756	1,274,812	219,751	1,055,061	1,631,221	318,233	1,312,988	21
119,606	34,374	85,231	207,818	87,876	119,943	284,774	128,829	155,945	22
36,837	22,473	14,364	59,666	38,589	21,077	128,979	73,064	55,915	23
88,597	1	1	62,463	1	1	60,638	9,120	51,517	24
67,493	—	67,493	152,798	—	152,798	228,147	—	228,147	25
10,991	9,700	1,291	16,712	13,563	3,149	17,160	12,752	4,408	26
185,411	—	185,411	233,677	—	233,677	296,776	—	296,776	27
68,593	1	1	81,933	1	1	93,217	1,873	91,344	28
8,803	1	1	22,857	1	1	25,494	1	1	29
10,702	1	1	13,293	2,652	10,641	11,673	1,559	10,113	30
8,192	2,453	5,739	23,700	5,914	17,786	28,555	7,389	21,166	31
3,050	1,326	1,723	7,410	3,364	4,046	13,568	2,944	10,624	32
35,845	1	1	43,079	1	1	24,213	1	1	33
53,675	28,342	25,333	57,542	29,474	28,069	47,584	5,882	41,702	34
21,792	5,299	16,492	50,252	6,007	44,245	48,835	11,770	37,065	35
30,942	462	30,480	45,437	1,753	43,684	55,125	9,283	45,842	36
5,511	—	5,511	2,544	1	1	27,541	3,188	24,353	37
20,954	2,148	18,806	30,538	5,016	25,522	41,476	10,869	30,607	38
7,026	2,521	4,504	7,788	4,380	3,407	15,840	5,630	10,210	39
129,500	4,930	124,570	155,304	6,736	148,567	181,627	30,420	151,208	40

TABLE 5. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1956, 1957 and 1958

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
	thousands of dollars											
January .....	923,914	1,034,587	1,109,214	190,258	219,165	245,429	66,860	70,583	73,945			
February .....	922,604	996,656	1,028,235	193,106	212,553	231,975	69,520	73,022	73,426			
March .....	1,122,281	1,188,374	1,218,360	224,574	242,691	260,454	83,217	80,193	82,066			
April .....	1,158,780	1,260,238	1,289,829	203,225	228,250	250,492	74,599	81,872	86,704			
May .....	1,292,514	1,339,397	1,412,678	218,402	249,279	287,106	82,636	88,100	95,154			
June .....	1,318,056	1,287,943	1,297,028	238,288	249,734	256,004	90,405	90,091	90,599			
July .....	1,201,738	1,246,816	1,294,265	217,736	239,755	259,035	86,695	92,901	96,282			
August .....	1,239,329	1,292,576	1,284,343	221,410	260,384	270,897	91,216	101,057	98,075			
September .....	1,200,783	1,203,552	1,245,155	223,042	231,413	248,906	85,826	86,772	87,862			
October .....	1,227,420	1,240,254	1,347,568	223,233	242,794	273,061	87,927	90,704	101,250			
November .....	1,246,475	1,286,212	1,327,584	225,959	256,902	259,813	87,911	92,627	92,410			
December .....	1,443,664	1,449,836	1,590,082	259,745	261,491	282,710	137,277	133,567	141,950			
Annual total	14,297,557	14,826,441	15,444,341	2,638,978	2,894,410	3,125,883	1,044,087	1,081,490	1,119,724			
	General stores			Department stores			Variety stores					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	35,117	39,184	41,313	74,188	77,837	84,893	14,005	15,100	16,644			
February .....	34,725	36,887	37,952	75,061	76,371	78,297	14,318	15,707	16,144			
March .....	40,095	43,022	43,866	93,454	93,653	99,701	20,748	19,345	21,394			
April .....	40,149	45,661	48,754	94,829	104,394	105,013	19,046	24,422	24,379			
May .....	50,130	53,448	57,755	102,829	107,601	111,996	21,038	22,790	26,702			
June .....	52,121	53,840	54,564	99,529	96,723	100,095	23,970	24,062	24,274			
July .....	49,687	52,742	55,245	78,795	83,559	89,209	20,814	23,675	24,921			
August .....	51,637	56,347	57,178	91,605	97,848	98,063	21,277	24,326	25,420			
September .....	50,883	50,098	52,854	106,525	110,993	119,181	22,072	22,296	24,550			
October .....	52,302	53,055	56,412	115,830	117,411	123,460	22,638	24,427	26,396			
November .....	51,619	52,126	55,476	140,198	143,865	147,377	25,860	28,012	28,498			
December .....	59,893	59,083	63,340	169,388	171,496	188,032	48,671	51,596	55,792			
Annual total	568,357	595,493	624,709	1,242,231	1,281,750	1,345,317	274,458	295,759	315,112			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	138,424	174,806	180,792	58,728	71,076	75,922	16,909	18,221	19,117	12,730	13,224	14,486
February .....	157,408	181,728	171,056	56,409	62,657	72,296	13,114	13,945	13,706	9,793	10,916	11,010
March .....	209,623	237,643	222,367	62,632	72,441	78,652	17,121	17,550	17,868	16,424	15,443	16,503
April .....	268,026	270,445	251,948	63,333	76,347	83,822	16,553	19,103	18,219	16,212	19,021	18,639
May .....	292,939	272,112	254,054	74,368	83,093	91,946	17,408	18,646	19,607	16,838	17,683	19,287
June .....	274,500	242,002	232,967	75,053	83,219	87,956	20,779	20,422	19,308	19,185	18,028	17,663
July .....	246,426	226,257	215,965	75,340	88,096	97,758	15,298	16,350	17,421	14,581	15,018	15,960
August .....	229,834	205,317	178,945	76,424	87,631	93,939	15,918	17,542	16,563	15,998	16,819	16,794
September .....	192,095	184,720	167,639	69,222	78,371	85,122	17,850	17,084	16,980	18,361	17,208	17,932
October .....	185,277	168,230	181,149	72,079	80,297	92,032	20,297	19,776	20,664	20,271	20,513	22,019
November .....	178,423	165,013	177,603	71,181	78,226	87,184	24,645	23,581	23,486	23,257	22,942	23,486
December .....	168,739	155,174	179,098	66,795	77,791	90,090	34,183	33,149	34,631	31,111	30,915	32,780
Annual total	2,541,712	2,483,446	2,413,581	821,564	939,245	1,036,718	230,076	235,368	237,572	214,762	217,729	226,558

TABLE 5. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
	thousands of dollars											
January .....	16,098	16,432	18,619	8,091	8,258	9,868	15,165	16,697	18,192	25,949	24,198	26,666
February .....	12,884	14,032	14,002	6,186	6,688	6,950	15,185	15,596	16,268	25,421	23,171	23,649
March .....	19,998	19,239	21,220	9,854	9,804	10,874	18,511	19,932	20,350	28,224	27,842	28,262
April .....	19,741	22,859	22,226	10,141	12,425	12,590	20,966	23,542	24,870	33,846	31,281	34,330
May .....	21,445	22,924	24,396	11,322	12,340	13,912	26,488	28,599	30,836	47,257	45,239	47,114
June .....	22,102	21,816	20,748	13,401	13,001	12,614	28,598	28,494	28,916	50,625	46,076	49,017
July .....	17,905	19,344	19,981	10,333	11,229	12,058	25,867	27,410	28,538	50,258	48,822	51,408
August .....	17,496	20,485	19,266	10,221	11,633	11,743	27,109	27,672	27,954	53,946	48,645	47,578
September .....	21,036	20,822	21,694	11,310	11,454	12,449	26,795	26,958	28,738	46,872	45,060	49,187
October .....	22,657	22,252	24,159	10,242	10,957	12,281	27,169	27,987	30,000	49,641	46,398	50,650
November .....	22,737	23,688	23,553	12,493	12,278	13,802	26,689	26,641	27,627	43,027	41,594	43,224
December .....	33,206	33,082	35,082	15,469	16,194	17,132	32,199	32,840	35,546	28,421	29,482	30,556
Annual total .....	247,304	256,977	264,946	129,065	136,262	146,272	290,741	302,366	317,836	483,488	457,809	481,640
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	42,860	40,469	44,194	36,933	38,297	41,027	40,567	48,992	44,240			
February .....	38,350	38,451	37,656	35,388	37,241	38,074	36,188	38,986	43,718			
March .....	43,140	43,200	44,240	39,048	42,553	43,748	36,019	33,198	31,258			
April .....	44,608	43,446	43,300	40,238	42,301	44,246	23,305	24,645	21,286			
May .....	48,220	47,854	47,685	43,318	45,925	48,093	18,490	16,618	16,657			
June .....	49,800	45,479	42,901	44,921	45,558	46,441	13,770	13,258	13,983			
July .....	45,074	44,414	43,679	46,753	49,032	50,103	12,799	12,825	11,968			
August .....	48,245	48,740	46,820	48,080	50,267	50,798	15,741	14,955	13,816			
September .....	53,076	50,948	51,016	44,984	45,725	46,469	23,272	19,823	19,818			
October .....	56,629	52,055	52,715	44,346	43,635	45,815	25,013	27,773	27,507			
November .....	54,363	55,076	51,813	41,909	43,366	43,894	30,064	32,588	31,991			
December .....	59,908	57,152	59,752	42,330	43,661	44,124	36,842	38,053	50,055			
Annual total .....	584,272	567,284	565,772	508,248	527,563	542,833	312,070	321,714	326,298			
	Drug stores			Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	25,229	27,367	30,907	7,015	7,265	7,639	98,789	107,418	115,319			
February .....	24,771	26,212	28,491	7,012	7,938	7,438	97,766	104,556	106,128			
March .....	27,482	28,267	30,635	8,389	8,308	8,423	123,725	134,048	136,480			
April .....	25,431	28,019	30,785	8,189	9,123	8,842	136,344	153,083	159,384			
May .....	26,582	29,608	32,456	9,630	10,116	10,410	163,173	167,421	177,510			
June .....	27,134	28,451	30,094	10,199	10,023	10,218	163,675	157,668	158,667			
July .....	26,385	28,940	31,061	8,523	9,217	9,233	152,469	157,228	164,440			
August .....	26,930	29,653	30,966	9,447	10,522	10,260	166,796	162,732	169,270			
September .....	26,963	28,916	31,094	9,882	9,422	9,930	150,716	145,468	153,734			
October .....	28,258	33,252	33,442	10,076	9,012	9,869	153,536	149,727	164,687			
November .....	26,741	29,453	30,210	12,641	11,850	11,312	146,757	146,384	154,824			
December .....	37,123	39,443	42,590	29,634	28,112	29,547	152,728	157,554	177,275			
Annual total .....	329,028	357,579	382,731	130,639	130,908	133,120	1,706,474	1,743,288	1,837,717			





TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
thousands of dollars												
January .....		702	705		513	601		1,091	1,137		968	853
February .....		618	546		480	488		953	949		844	867
March .....		808	785		646	734		1,116	1,176		1,056	1,003
April .....		1,050	917		893	907		1,352	1,437		1,107	1,128
May .....		1,083	1,048		922	1,016		1,842	1,837		1,612	1,577
June .....		1,008	947		1,005	1,001		1,912	1,849		1,895	1,720
July .....	Not com- parable to 1957	941	834	Not com- parable to 1957	819	857	Not com- parable to 1957	1,995	1,967	Not com- parable to 1957	1,897	1,830
August .....		995	828		880	846		1,995	1,762		1,917	1,736
September .....		1,042	873		851	927		1,945	1,876		1,846	1,894
October .....		1,090	1,020		776	895		1,977	1,989		1,865	1,814
November .....		1,201	1,019		883	898		1,756	1,734		1,514	1,406
December .....		1,822	1,692		1,391	1,470		2,018	2,328		1,278	1,426
Annual total .....		12,361	11,214		10,059	10,640		19,953	20,038		17,800	17,253
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....		2,317	2,796		1,758	1,784				2,721	1,891	
February .....		2,600	2,588		1,711	1,673				2,281	1,848	
March .....		3,026	3,094		1,999	1,993				1,857	1,661	
April .....		2,976	3,002		1,945	2,046				1,527	1,109	
May .....		3,240	3,639		2,018	2,151				1,012	917	
June .....		3,175	3,527		2,029	2,233				666	776	
July .....	Not com- parable to 1957	3,192	3,112	Not com- parable to 1957	2,608	2,660		Not com- parable to 1957		721	715	
August .....		3,520	3,291		2,657	2,824				758	786	
September .....		3,735	3,763		2,167	2,290				1,234	1,322	
October .....		3,782	3,724		1,926	2,098				1,758	1,859	
November .....		3,645	3,830		1,860	1,924				1,909	1,824	
December .....		5,306	5,679		2,060	1,996				1,984	2,728	
Annual total .....		40,515	42,045		24,740	25,673				18,427	17,437	
Drug stores				Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....		1,948	2,164		415	514				5,971	7,046	
February .....		1,905	2,055		481	538				6,042	6,182	
March .....		2,068	2,207		518	592				7,604	7,381	
April .....		2,056	2,192		547	588				8,581	8,695	
May .....		2,123	2,294		658	726				8,567	10,351	
June .....		2,007	2,179		672	755				10,305	9,145	
July .....	Not com- parable to 1957	2,091	2,256	Not com- parable to 1957	788	761		Not com- parable to 1957		8,527	9,565	
August .....		2,251	2,294		1,021	904				10,158	9,611	
September .....		2,060	2,223		739	767				8,757	9,402	
October .....		2,497	2,466		597	713				8,208	9,870	
November .....		2,218	2,166		808	874				9,287	10,117	
December .....		2,979	3,106		2,110	2,393				10,396	13,984	
Annual total .....		26,204	27,603		9,354	10,124				102,403	111,348	

TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
	thousands of dollars											
January .....	217,357	245,206	260,838	55,462	62,359	68,376	19,384	21,134	21,680			
February .....	220,990	241,913	246,573	54,958	60,292	64,538	19,830	20,883	21,188			
March .....	273,087	286,279	293,227	63,957	67,062	72,008	22,336	21,506	22,705			
April .....	274,413	303,007	310,295	58,233	64,392	70,253	20,902	22,876	24,927			
May .....	303,027	323,227	339,606	62,444	70,719	79,866	22,444	24,514	25,682			
June .....	303,837	299,674	305,293	68,059	68,661	70,829	22,879	23,287	24,874			
July .....	270,192	286,458	300,294	60,022	66,464	71,399	22,407	24,574	27,306			
August .....	280,170	299,529	295,264	62,934	71,189	73,976	21,830	26,866	26,152			
September .....	276,249	284,395	294,179	62,521	64,577	68,902	22,017	25,064	25,826			
October .....	282,737	298,705	319,024	62,800	67,808	76,204	23,133	27,152	27,437			
November .....	290,955	311,085	313,842	63,901	71,588	71,675	23,620	27,340	27,016			
December .....	329,139	341,934	368,216	73,245	73,872	79,323	32,442	34,426	36,318			
Annual total .....	3,322,150	3,521,412	3,646,651	748,536	808,984	867,348	273,226	299,641	311,110			
	General stores			Department stores			Variety stores					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	5,776	6,335	6,651	12,986	13,038	13,808	3,850	4,105	4,492			
February .....	5,650	5,485	5,793	13,676	13,813	13,454	3,850	4,214	4,165			
March .....	6,391	6,350	6,475	17,131	17,250	17,992	5,730	5,349	5,783			
April .....	6,110	7,102	7,731	17,189	17,808	18,342	5,106	6,757	6,681			
May .....	8,206	8,366	9,374	19,382	20,196	20,236	5,998	6,540	7,594			
June .....	8,791	8,736	9,116	17,839	17,322	17,374	6,812	6,760	6,832			
July .....	8,521	8,447	9,179	12,550	13,378	14,422	5,493	5,956	6,648			
August .....	8,855	9,093	8,942	15,882	16,613	15,848	5,942	6,668	6,737			
September .....	9,028	8,780	9,467	20,264	20,061	20,763	5,978	5,845	6,396			
October .....	9,848	10,009	11,131	20,029	20,369	21,551	6,078	6,456	6,848			
November .....	9,783	9,447	10,003	23,993	25,216	24,889	6,468	6,873	6,921			
December .....	10,473	9,823	10,658	29,550	30,495	32,813	11,734	12,730	13,261			
Annual total .....	97,432	97,972	104,519	220,470	225,560	231,491	73,040	78,252	82,359			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores		Family clothing stores			
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	27,356	35,688	36,004	12,976	15,719	17,213	4,216	4,336	4,552	4,423	4,556	4,698
February .....	34,872	41,785	37,247	12,182	13,699	16,512	3,212	3,271	2,979	3,471	3,990	3,755
March .....	48,657	55,153	48,709	13,947	15,518	17,118	5,245	5,046	5,091	6,280	5,971	6,486
April .....	59,386	62,800	58,179	13,015	16,341	18,546	4,774	5,570	5,440	6,257	7,407	7,043
May .....	63,427	61,896	55,938	15,148	17,873	20,824	4,601	5,261	5,361	6,245	6,525	7,093
June .....	54,592	52,647	48,736	15,765	17,731	19,719	5,988	5,796	5,398	6,894	6,478	6,521
July .....	49,370	48,053	43,369	15,556	18,885	21,248	4,014	4,292	4,702	4,998	5,183	5,721
August .....	44,707	44,079	33,872	16,261	19,315	21,424	4,632	4,927	4,682	5,868	5,808	5,966
September .....	36,794	38,271	32,540	14,798	17,624	19,949	4,712	4,482	4,321	6,642	5,975	6,267
October .....	36,013	36,775	34,139	15,313	18,022	21,082	5,724	5,256	5,600	7,480	7,167	8,310
November .....	36,548	35,695	33,681	14,781	18,558	20,710	7,152	6,067	5,941	8,761	8,279	8,529
December .....	31,895	30,126	32,686	13,972	18,108	20,399	8,171	7,828	8,107	10,120	9,977	10,609
Annual total .....	523,617	542,968	495,100	173,714	207,391	234,745	62,441	62,131	62,175	77,440	77,315	80,999



TABLE 5. Quebec - Estimated Retail Trade - by Kinds of Business and Months, 1956, 1957 and 1958 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
thousands of dollars												
January .....	3,947	4,275	4,739	1,788	1,978	2,207	2,488	3,212	3,342	4,711	4,221	4,686
February .....	3,284	3,950	3,821	1,471	1,613	1,758	2,701	3,050	3,267	5,074	4,670	4,349
March .....	5,710	5,733	6,611	2,506	2,613	2,998	3,388	3,968	4,237	5,992	6,222	6,281
April .....	5,524	6,844	6,506	2,618	3,410	3,567	3,865	5,016	5,354	7,352	7,145	6,705
May .....	5,793	6,630	6,994	2,873	3,359	3,732	5,632	6,028	7,197	9,030	9,097	9,612
June .....	6,626	6,472	6,346	3,611	3,733	3,645	5,785	5,719	6,437	9,694	8,269	8,983
July .....	4,754	5,307	5,743	2,728	2,930	3,287	5,228	5,887	6,783	9,712	9,256	10,103
August .....	4,997	6,110	5,842	2,759	3,084	3,176	5,409	5,834	6,193	10,277	8,673	9,324
September .....	5,406	5,875	6,099	2,783	2,933	3,278	5,541	5,580	6,605	8,327	7,971	9,088
October .....	5,488	5,828	6,395	2,415	2,816	3,227	5,695	6,055	7,040	8,869	8,417	9,355
November .....	5,859	6,207	6,177	3,498	3,360	3,924	5,003	5,531	5,832	7,436	7,579	8,215
December .....	7,535	7,794	8,611	4,023	4,744	4,862	5,492	5,850	6,546	5,063	5,390	5,905
Annual total .....	64,922	71,026	73,883	33,073	36,574	39,660	56,228	61,730	68,832	91,537	86,910	92,608
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	11,140	10,449	12,704	9,354	9,656	10,658	10,332	14,620	12,917			
February .....	10,574	10,948	10,794	9,069	9,539	9,676	9,693	11,277	12,884			
March .....	12,512	11,919	12,574	9,201	10,716	10,989	10,165	9,833	9,097			
April .....	13,107	13,454	13,359	10,065	10,583	11,306	6,268	6,340	5,645			
May .....	15,626	16,430	14,660	10,578	11,840	12,349	5,140	4,462	4,473			
June .....	14,460	13,008	11,562	11,262	11,822	12,090	3,099	3,228	3,667			
July .....	12,549	12,512	11,676	11,389	12,250	12,172	2,940	3,201	3,119			
August .....	13,832	13,326	13,148	11,572	12,688	13,165	4,270	3,859	3,178			
September .....	14,758	14,151	13,885	11,564	12,167	12,242	6,306	5,105	4,967			
October .....	15,219	14,753	15,364	11,576	11,586	12,211	6,917	7,181	7,180			
November .....	14,411	15,408	14,485	10,557	11,553	11,946	8,440	8,656	8,607			
December .....	14,099	15,339	15,615	10,981	11,762	11,795	11,476	11,307	14,782			
Annual total .....	162,287	161,698	159,826	127,168	136,162	140,599	85,044	89,069	90,515			
Drug stores				Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	5,220	5,906	6,814	1,609	1,509	1,539	20,338	22,111	23,757			
February .....	5,103	5,620	6,396	1,391	1,634	1,680	20,927	22,178	22,316			
March .....	5,538	6,003	6,721	2,013	1,817	2,009	26,386	28,250	29,343			
April .....	5,267	6,028	6,728	1,788	2,371	2,336	27,587	30,763	31,646			
May .....	5,667	6,220	6,923	1,874	2,255	2,260	32,920	35,015	39,437			
June .....	5,470	5,869	6,519	2,186	2,010	2,215	34,023	32,126	34,428			
July .....	5,359	6,094	6,674	1,661	1,760	1,748	30,941	32,029	34,997			
August .....	5,504	6,002	6,490	1,915	1,952	1,985	32,724	33,426	35,165			
September .....	5,310	6,191	6,723	1,911	1,852	2,030	31,590	31,892	34,830			
October .....	5,774	7,179	7,005	2,166	1,902	1,873	32,201	33,973	37,074			
November .....	5,392	6,167	6,426	2,308	2,219	2,032	33,044	35,342	36,832			
December .....	6,641	7,394	8,306	6,589	5,467	5,846	35,638	39,502	41,776			
Annual total .....	66,247	74,673	81,725	27,410	26,749	27,553	358,318	376,606	401,603			





TABLE 5. Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
thousands of dollars												
January .....	7,045	7,017	8,041	4,077	4,076	4,992	6,170	6,207	6,558	9,900	9,162	10,160
February .....	5,559	5,878	5,831	2,978	3,239	3,256	5,832	5,797	5,560	9,818	8,482	8,193
March .....	8,181	7,965	8,841	4,790	4,586	5,135	6,842	7,174	7,034	10,504	9,540	9,740
April .....	7,904	7,176	8,930	4,484	5,664	5,686	7,702	8,046	8,264	12,268	10,821	12,352
May .....	8,696	9,370	9,825	5,125	5,467	6,186	9,609	10,307	10,793	18,014	16,996	17,197
June .....	9,272	9,141	8,493	6,286	5,930	5,751	10,554	10,300	9,867	18,571	15,869	17,243
July .....	7,356	8,267	8,445	4,675	5,229	5,615	9,312	9,777	9,646	17,989	16,980	18,364
August .....	6,791	8,056	7,616	4,541	5,299	5,438	9,204	9,311	9,211	18,024	16,737	15,929
September .....	9,328	8,741	9,164	5,502	5,441	5,859	9,519	9,528	9,426	16,206	15,409	15,682
October .....	9,498	9,277	10,265	4,763	5,037	5,787	9,017	9,322	9,506	17,516	16,318	16,565
November .....	9,605	10,173	10,118	4,984	5,874	6,650	9,202	8,958	8,611	15,287	15,384	14,927
December .....	15,207	15,111	15,880	7,316	7,485	8,183	11,582	11,416	11,918	10,895	11,217	10,547
<b>Annual total .....</b>	<b>104,442</b>	<b>108,171</b>	<b>111,451</b>	<b>60,520</b>	<b>63,327</b>	<b>68,539</b>	<b>104,544</b>	<b>106,143</b>	<b>106,395</b>	<b>174,992</b>	<b>162,916</b>	<b>166,598</b>
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	18,850	17,022	16,341	14,907	15,495	16,784	22,315	23,671	23,226	23,626	23,626	23,626
February .....	16,249	14,987	13,366	14,333	15,236	15,553	18,843	19,100	18,843	19,100	18,843	19,100
March .....	18,110	17,736	17,474	15,970	17,187	18,135	19,037	16,804	15,915	15,915	15,915	15,915
April .....	18,555	16,863	16,367	16,032	16,915	17,818	12,785	13,648	11,372	11,372	11,372	11,372
May .....	19,638	18,255	18,467	18,142	18,453	19,893	9,908	9,029	9,083	9,083	9,083	9,083
June .....	20,883	18,674	17,161	18,462	17,980	18,546	7,334	7,734	7,766	7,766	7,766	7,766
July .....	19,266	18,370	18,603	18,149	19,017	19,806	6,849	7,250	6,583	6,583	6,583	6,583
August .....	20,192	19,751	18,195	19,127	19,683	19,814	8,217	8,511	8,263	8,263	8,263	8,263
September .....	22,440	20,913	20,109	18,178	18,002	18,487	12,210	10,799	10,470	10,470	10,470	10,470
October .....	23,558	20,634	20,243	17,864	17,375	18,199	11,330	14,337	14,276	14,276	14,276	14,276
November .....	22,859	21,968	19,793	16,993	17,420	17,636	14,246	17,181	16,115	16,115	16,115	16,115
December .....	25,998	21,846	23,117	16,870	17,206	17,682	17,030	19,142	25,504	25,504	25,504	25,504
<b>Annual total .....</b>	<b>246,597</b>	<b>227,018</b>	<b>219,236</b>	<b>205,028</b>	<b>209,966</b>	<b>218,352</b>	<b>160,102</b>	<b>167,206</b>	<b>172,199</b>	<b>172,199</b>	<b>172,199</b>	<b>172,199</b>
Drug stores				Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	11,235	11,731	13,210	3,008	3,296	3,362	43,189	47,586	49,143	49,143	49,143	49,143
February .....	10,963	11,150	11,965	3,106	3,819	3,227	42,493	45,856	45,543	45,543	45,543	45,543
March .....	12,059	12,080	12,989	3,540	3,747	3,602	52,417	54,141	57,146	57,146	57,146	57,146
April .....	10,891	11,852	12,803	3,687	3,806	3,604	56,750	62,090	66,876	66,876	66,876	66,876
May .....	11,467	12,595	13,795	4,459	4,482	4,673	65,829	68,514	73,174	73,174	73,174	73,174
June .....	11,926	12,240	12,703	4,530	4,355	4,395	68,981	66,532	69,168	69,168	69,168	69,168
July .....	11,433	12,383	13,154	3,734	4,040	4,111	61,603	66,881	69,897	69,897	69,897	69,897
August .....	11,480	12,399	12,822	3,939	4,528	4,445	60,930	65,814	68,515	68,515	68,515	68,515
September .....	11,631	12,252	12,980	4,439	4,196	4,355	59,748	60,203	64,049	64,049	64,049	64,049
October .....	11,933	13,924	13,956	4,613	4,009	4,518	62,588	62,652	68,687	68,687	68,687	68,687
November .....	11,595	12,619	12,799	5,962	5,469	5,118	62,898	61,732	64,879	64,879	64,879	64,879
December .....	16,315	17,254	18,400	13,032	12,538	13,034	63,988	64,021	73,111	73,111	73,111	73,111
<b>Annual total .....</b>	<b>142,927</b>	<b>152,479</b>	<b>161,576</b>	<b>58,048</b>	<b>58,286</b>	<b>58,444</b>	<b>701,415</b>	<b>726,021</b>	<b>770,187</b>	<b>770,187</b>	<b>770,187</b>	<b>770,187</b>





TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
	thousands of dollars											
January .....	364	378	548	194	191	227	972	1,025	1,023	2,281	2,175	2,434
February .....	306	314	423	111	131	136	943	932	945	2,152	2,030	2,371
March .....	399	423	609	199	234	269	1,126	1,206	1,164	2,226	2,176	2,407
April .....	479	532	704	284	346	320	1,230	1,363	1,513	2,614	2,064	2,772
May .....	531	577	761	306	357	382	1,627	1,728	1,812	4,048	3,690	4,447
June .....	534	489	620	359	319	303	1,801	1,784	1,797	4,598	3,882	5,028
July .....	409	459	573	233	277	264	1,615	1,581	1,770	4,688	4,363	4,912
August .....	419	501	617	223	279	260	1,679	1,709	1,733	5,026	4,384	4,778
September .....	535	511	679	283	306	331	1,751	1,640	1,773	4,419	4,132	5,330
October .....	560	566	810	267	297	324	1,700	1,702	1,768	4,906	4,685	5,221
November .....	527	561	654	273	310	312	1,743	1,635	1,747	3,794	3,726	4,006
December .....	713	684	954	283	294	277	2,207	2,230	2,388	2,264	2,596	2,673
Annual total .....	5,776	5,996	7,951	3,015	3,342	3,405	18,394	18,536	19,434	43,015	39,902	46,380
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	1,902	1,726	2,008	1,907	1,757	1,932	1,065	1,646	1,586			
February .....	1,308	1,701	1,726	1,777	1,727	1,902	900	1,270	1,497			
March .....	1,351	1,764	1,965	2,012	1,946	2,066	738	925	974			
April .....	1,480	1,871	1,846	2,051	2,028	2,131	400	578	598			
May .....	1,328	1,603	1,757	2,136	2,033	2,112	364	263	398			
June .....	1,755	1,790	1,700	2,222	2,106	2,139	253	182	241			
July .....	1,469	1,646	1,819	2,372	2,481	2,515	267	175	213			
August .....	1,732	1,875	1,931	2,356	2,562	2,702	339	234	271			
September .....	2,346	1,959	2,311	2,079	2,270	2,456	695	671	640			
October .....	2,277	2,126	2,209	2,194	2,261	2,374	768	890	930			
November .....	1,694	2,085	2,057	2,134	2,144	2,171	962	1,088	1,251			
December .....	2,010	2,226	2,457	2,192	2,148	2,204	1,063	1,326	1,950			
Annual total .....	20,653	22,371	23,786	25,432	25,464	26,705	7,813	9,247	10,551			
	Drug stores			Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	1,273	1,320	1,505	298	314	346	4,697	4,952	5,278			
February .....	1,279	1,286	1,367	314	308	334	5,330	4,464	4,380			
March .....	1,391	1,353	1,492	350	356	388	8,296	7,380	7,293			
April .....	1,344	1,396	1,611	381	370	389	7,148	8,271	8,708			
May .....	1,366	1,450	1,613	419	448	506	9,432	10,325	8,195			
June .....	1,373	1,383	1,477	404	468	509	8,839	8,386	7,816			
July .....	1,351	1,407	1,461	342	406	427	9,094	9,368	8,838			
August .....	1,401	1,519	1,585	420	467	508	9,678	9,726	9,305			
September .....	1,375	1,406	1,584	486	432	510	8,823	7,246	6,993			
October .....	1,444	1,563	1,616	411	392	500	8,508	7,008	7,180			
November .....	1,315	1,397	1,432	612	557	586	6,790	6,339	7,007			
December .....	1,852	1,937	2,116	1,218	1,209	1,343	7,041	7,071	7,154			
Annual total .....	16,763	17,416	18,859	5,654	5,727	6,345	93,677	90,536	88,148			



TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
	thousands of dollars											
January .....	43,188	52,792	59,961	6,920	8,143	9,183	1,876	2,169	2,420			
February .....	42,538	51,260	55,204	7,471	8,116	8,892	1,919	2,256	2,330			
March .....	53,051	63,958	66,667	8,783	9,479	10,298	2,392	2,554	2,673			
April .....	63,067	72,978	81,003	7,829	8,539	9,574	2,170	2,591	2,821			
May .....	76,589	80,234	83,045	8,783	9,454	10,604	2,368	2,600	2,891			
June .....	77,739	78,811	79,496	9,564	9,684	9,734	2,812	2,931	3,048			
July .....	71,821	75,084	78,653	8,280	8,978	9,633	2,586	2,812	3,008			
August .....	86,277	82,137	84,471	9,108	10,535	10,594	2,711	3,009	3,206			
September .....	71,942	70,793	77,558	8,858	9,043	9,636	2,656	2,523	2,819			
October .....	77,762	75,366	81,788	9,164	9,660	10,240	2,943	2,958	3,192			
November .....	71,972	72,744	77,807	8,735	10,389	10,246	2,925	2,917	3,061			
December .....	76,315	78,596	87,865	10,547	10,213	10,972	4,957	4,980	5,368			
Annual total .....	812,261	854,751	913,517	104,043	112,232	119,606	32,316	34,299	36,837			
	General stores			Department stores			Variety stores					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	4,322	5,116	5,418	3,788	3,958	4,243	478	540	584			
February .....	4,076	4,724	5,168	3,663	3,835	4,181	518	591	618			
March .....	5,112	5,869	6,274	4,641	4,798	5,091	628	711	743			
April .....	5,229	6,615	7,448	5,014	5,264	5,328	725	853	940			
May .....	7,224	8,222	8,507	5,233	5,316	5,449	732	770	913			
June .....	7,118	7,664	7,719	5,144	4,902	5,108	798	823	854			
July .....	6,639	7,363	7,636	4,068	3,999	4,363	736	781	841			
August .....	7,929	8,858	8,713	4,728	5,064	4,862	755	827	855			
September .....	7,366	7,655	7,426	4,893	5,099	5,960	715	718	861			
October .....	8,018	7,868	8,033	6,403	6,666	6,426	838	818	945			
November .....	7,111	7,463	7,964	7,274	6,917	7,408	915	980	1,013			
December .....	7,772	7,871	8,291	8,086	8,183	9,075	1,639	1,738	1,824			
Annual total .....	77,917	85,289	88,597	62,934	64,002	67,493	9,477	10,149	10,991			
	Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	6,985	10,589	12,117	2,695	3,691	4,465	456	638	709	514	607	695
February .....	7,718	10,918	11,237	2,696	3,192	3,539	388	542	555	403	485	498
March .....	10,606	14,793	15,374	3,322	3,976	4,646	498	632	620	536	632	652
April .....	16,276	19,531	21,591	3,178	4,762	5,730	596	734	704	629	880	901
May .....	18,609	19,876	18,965	4,769	5,587	6,591	608	650	717	797	867	915
June .....	18,691	18,699	18,416	4,556	5,493	5,993	735	762	694	1,014	1,015	927
July .....	17,320	16,382	16,148	4,333	6,081	7,007	497	528	520	674	787	764
August .....	18,922	15,519	15,376	5,292	5,596	7,046	471	609	562	693	766	730
September .....	14,168	13,398	14,685	4,212	4,995	5,594	654	592	649	667	669	790
October .....	14,170	12,948	13,838	4,740	4,966	6,320	887	815	780	1,123	1,224	1,204
November .....	13,235	12,074	12,681	4,166	4,654	6,086	903	878	971	1,039	1,147	1,304
December .....	11,808	12,230	14,983	3,749	4,373	5,578	1,335	1,302	1,323	1,144	1,285	1,322
Annual total .....	168,508	176,956	185,411	47,708	57,366	68,593	8,029	8,683	8,803	9,233	10,363	10,702

TABLE 5. Saskatchewan - Estimated Retail Trade - by Kinds of Business and Months, 1956, 1957 and 1958 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
	thousands of dollars											
January .....	537	538	635	160	182	202	1,276	1,557	2,090	2,128	2,157	2,496
February .....	349	422	401	144	160	132	1,305	1,466	1,712	1,819	2,040	2,027
March .....	540	559	563	206	248	206	1,732	2,027	2,190	1,689	1,988	2,021
April .....	636	763	762	298	346	301	2,318	2,422	2,999	2,234	2,158	2,884
May .....	714	709	782	333	362	349	2,736	2,778	3,082	4,497	4,492	4,816
June .....	708	672	622	337	335	264	2,950	2,896	3,038	5,563	5,928	6,005
July .....	566	565	590	263	269	241	2,676	2,628	2,889	5,494	6,514	6,237
August .....	488	608	560	246	291	244	3,364	2,857	3,056	6,997	6,715	5,928
September .....	601	604	654	294	293	274	2,670	2,588	3,106	5,831	6,030	6,313
October .....	847	773	876	336	346	278	2,942	2,978	3,338	5,983	5,780	6,511
November .....	737	734	736	303	312	292	3,170	3,165	3,707	4,942	4,804	5,305
December .....	881	922	1,011	308	329	268	3,564	4,007	4,636	2,432	2,625	3,134
Annual total .....	7,602	7,870	8,192	3,228	3,474	3,050	30,703	31,369	35,845	49,610	51,231	53,675
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	1,196	1,446	1,724	2,082	2,055	2,243	829	1,038	746			
February .....	1,213	1,454	1,544	1,858	2,007	2,162	699	852	791			
March .....	1,309	1,574	1,777	2,325	2,377	2,501	557	632	590			
April .....	1,179	1,368	1,601	2,410	2,438	2,640	383	411	319			
May .....	1,044	1,371	1,414	2,436	2,554	2,690	340	198	168			
June .....	1,488	1,482	1,410	2,561	2,648	2,643	284	154	155			
July .....	1,291	1,476	1,463	2,656	2,796	2,900	341	154	189			
August .....	1,293	1,893	1,871	2,810	2,900	2,920	395	215	189			
September .....	1,424	1,998	1,958	2,299	2,408	2,642	592	441	378			
October .....	1,889	2,154	2,296	2,516	2,462	2,728	661	771	538			
November .....	2,068	2,470	2,368	2,294	2,340	2,423	753	694	685			
December .....	1,809	2,270	2,366	2,113	2,339	2,450	858	749	764			
Annual total .....	17,204	20,956	21,792	28,362	29,366	30,942	6,692	6,288	5,511			
	Drug stores			Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January .....	1,358	1,478	1,645	331	375	409	5,256	6,514	7,938			
February .....	1,298	1,446	1,488	372	407	370	4,629	6,345	7,561			
March .....	1,494	1,542	1,601	462	414	412	6,218	9,154	8,435			
April .....	1,539	1,522	1,654	386	443	442	10,039	11,337	12,365			
May .....	1,491	1,631	1,702	588	539	552	13,286	12,246	11,939			
June .....	1,578	1,544	1,575	546	603	578	11,289	10,576	10,711			
July .....	1,445	1,478	1,582	467	512	506	11,491	10,979	12,136			
August .....	1,649	1,892	1,828	487	543	536	17,938	13,439	15,398			
September .....	1,771	1,517	1,787	543	468	512	11,727	9,777	11,513			
October .....	1,726	1,912	1,940	534	480	534	12,042	9,789	11,773			
November .....	1,652	1,604	1,664	658	620	592	9,090	8,551	9,304			
December .....	2,350	2,254	2,490	1,406	1,582	1,582	9,556	9,346	10,426			
Annual total .....	19,352	19,820	20,954	6,782	6,985	7,026	122,561	118,054	129,500			

TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1956, 1957 and 1958—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
thousands of dollars												
January .....	70,768	81,827	90,885	11,437	13,377	15,526	4,075	4,080	3,869			
February .....	72,548	78,626	80,639	11,660	12,999	14,896	4,106	4,242	3,950			
March .....	86,814	97,479	96,310	13,658	15,065	17,372	5,288	4,919	4,622			
April .....	94,653	107,329	107,273	12,347	14,072	16,307	4,614	4,912	4,657			
May .....	104,003	108,727	116,539	13,494	15,487	19,100	4,820	4,701	4,491			
June .....	106,475	107,029	107,813	14,818	16,180	16,594	5,348	5,232	4,838			
July .....	98,846	99,885	105,214	13,379	15,602	17,748	4,697	5,136	4,853			
August .....	104,768	106,607	109,895	13,962	17,288	18,608	5,268	5,332	5,114			
September .....	99,024	100,386	106,219	14,273	15,318	17,174	5,222	4,627	4,412			
October .....	102,943	102,088	112,855	13,971	15,645	18,249	5,388	5,032	4,958			
November .....	101,751	102,784	111,357	13,913	16,417	17,738	5,473	5,127	4,892			
December .....	116,367	118,252	129,812	16,172	17,134	18,507	9,982	9,325	9,012			
Annual total .....	1,158,960	1,211,019	1,274,812	163,084	184,581	207,818	64,282	62,665	59,666			
General stores			Department stores			Variety stores						
1956			1957			1958						
January .....	3,856	3,863	4,371	8,090	8,915	10,234	748	791	923			
February .....	3,806	3,752	4,044	7,526	7,857	8,705	780	835	894			
March .....	4,246	4,434	4,511	9,952	10,151	11,095	1,016	1,040	1,116			
April .....	4,058	4,446	5,040	9,534	11,355	11,241	1,150	1,372	1,297			
May .....	5,069	4,798	5,745	9,825	10,631	12,651	1,131	1,180	1,393			
June .....	5,317	5,029	5,302	9,825	10,188	11,625	1,226	1,253	1,269			
July .....	4,801	4,718	5,262	8,856	9,166	10,788	1,203	1,298	1,308			
August .....	4,715	5,243	5,423	9,948	11,271	11,710	1,127	1,210	1,277			
September .....	4,854	4,847	5,450	10,665	12,307	13,968	1,149	1,169	1,266			
October .....	4,787	4,914	5,204	12,056	13,250	13,833	1,294	1,363	1,420			
November .....	4,914	5,092	5,634	13,892	14,545	16,233	1,464	1,431	1,608			
December .....	6,110	5,946	6,478	17,590	18,364	20,715	2,746	2,783	2,942			
Annual total .....	56,534	57,083	62,463	127,758	137,999	152,798	15,034	15,726	16,712			
Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores			
1956			1957			1958						
January .....	12,787	16,616	18,069	4,721	5,835	6,163	1,616	1,751	1,947	810	887	884
February .....	14,900	17,376	15,935	5,959	5,377	5,357	1,006	1,353	1,438	666	803	764
March .....	19,170	23,294	19,761	5,108	5,874	5,740	1,464	1,615	1,626	1,018	1,107	878
April .....	24,165	27,283	24,028	5,847	6,427	6,747	1,705	1,845	1,724	1,053	1,251	1,012
May .....	25,648	26,912	23,705	6,796	7,123	7,662	1,814	1,769	1,848	1,034	1,220	1,104
June .....	25,540	24,814	22,825	6,763	6,942	6,955	2,014	1,972	1,839	1,110	1,230	1,037
July .....	23,051	21,162	19,549	6,632	6,671	7,301	1,561	1,599	1,577	1,030	1,021	935
August .....	22,442	19,970	17,970	6,946	7,134	7,933	1,569	1,692	1,611	1,092	1,237	1,040
September .....	19,807	19,221	17,739	6,511	6,105	7,002	1,861	1,592	1,631	1,119	1,255	1,219
October .....	18,800	17,205	18,374	6,567	6,278	7,610	2,315	2,003	2,061	1,392	1,420	1,253
November .....	17,594	16,456	16,942	5,935	5,559	6,759	2,194	2,140	2,344	1,332	1,450	1,376
December .....	16,050	16,462	18,781	5,811	6,040	6,704	3,515	3,160	3,210	2,054	1,960	1,790
Annual total .....	239,954	246,772	233,677	73,595	75,364	81,933	22,633	22,491	22,857	13,711	14,841	13,293

TABLE 5. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1956, 1957 and 1958 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
thousands of dollars												
January .....	1,460	1,507	1,848	438	478	535	1,940	2,284	2,624	2,993	2,979	3,358
February .....	1,162	1,279	1,375	368	413	364	2,140	2,187	2,425	2,891	2,813	2,792
March .....	1,740	1,657	1,763	571	612	501	2,474	2,951	2,818	3,227	3,150	2,816
April .....	1,744	2,052	2,142	634	749	663	2,783	3,443	3,436	4,072	3,714	3,536
May .....	1,783	1,983	2,319	742	756	794	3,228	3,660	3,903	5,227	4,814	4,940
June .....	1,730	1,885	1,779	651	698	615	3,314	3,653	3,790	5,995	5,569	5,880
July .....	1,620	1,590	1,681	607	658	612	2,979	3,435	3,426	6,207	5,606	6,080
August .....	1,603	1,831	1,768	641	703	633	3,355	3,700	3,937	6,981	5,977	5,876
September .....	1,624	1,710	1,849	622	655	613	3,283	3,542	3,784	6,167	5,550	6,424
October .....	2,012	1,990	2,129	660	727	685	3,675	3,748	4,133	6,166	4,986	6,674
November .....	2,021	2,128	2,098	674	640	681	3,613	3,512	3,947	6,413	4,969	5,473
December .....	2,769	2,919	2,949	819	773	715	4,364	4,452	4,858	4,194	3,592	3,694
<b>Annual total .....</b>	<b>21,269</b>	<b>22,533</b>	<b>23,700</b>	<b>7,426</b>	<b>7,863</b>	<b>7,410</b>	<b>37,147</b>	<b>40,567</b>	<b>43,079</b>	<b>60,532</b>	<b>53,719</b>	<b>57,542</b>
Furniture, appliance and radio dealers				Restaurants				Fuel dealers				
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	3,388	3,738	4,453	3,067	3,393	3,603	84	100	215			
February .....	3,036	3,547	4,130	3,016	3,163	3,274	69	72	200			
March .....	3,104	3,552	4,103	3,354	3,677	3,770	54	48	174			
April .....	2,914	3,307	3,510	3,479	3,652	3,960	20	44	125			
May .....	3,052	3,210	3,912	3,423	3,596	4,044	35	55	170			
June .....	3,152	3,391	3,681	3,511	3,699	4,025	45	74	209			
July .....	2,654	3,211	3,440	3,947	3,996	4,399	40	73	193			
August .....	3,174	3,793	4,297	3,683	3,770	3,889	46	62	103			
September .....	3,474	3,638	4,415	3,448	3,466	3,610	84	54	179			
October .....	4,323	3,846	4,405	3,559	3,454	3,786	110	119	295			
November .....	3,753	4,752	4,957	3,542	3,504	3,534	110	93	353			
December .....	4,158	4,644	4,950	3,450	3,535	3,544	89	86	330			
<b>Annual total .....</b>	<b>40,182</b>	<b>44,629</b>	<b>50,252</b>	<b>41,478</b>	<b>42,906</b>	<b>45,437</b>	<b>786</b>	<b>880</b>	<b>2,544</b>			
Drug stores				Jewellery stores				Miscellaneous				
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	1,848	2,121	2,387	454	454	480	6,956	8,658	9,396			
February .....	1,802	2,059	2,242	430	418	418	7,227	8,081	7,440			
March .....	2,094	2,227	2,390	500	465	490	8,776	11,642	10,765			
April .....	1,980	2,181	2,444	464	507	479	12,090	14,718	14,926			
May .....	1,996	2,298	2,550	539	533	550	14,348	14,001	15,658			
June .....	2,071	2,268	2,349	526	583	550	13,520	12,368	12,652			
July .....	2,086	2,332	2,523	496	506	527	13,000	12,106	13,010			
August .....	2,042	2,315	2,426	590	601	582	15,585	13,478	15,699			
September .....	2,104	2,348	2,453	511	530	578	12,246	12,451	12,454			
October .....	2,309	2,699	2,864	551	491	589	13,008	12,917	14,334			
November .....	2,012	2,241	2,396	730	725	735	12,171	12,000	13,659			
December .....	3,154	3,220	3,514	1,640	1,623	1,809	11,698	12,234	15,311			
<b>Annual total .....</b>	<b>25,499</b>	<b>28,308</b>	<b>30,538</b>	<b>7,432</b>	<b>7,436</b>	<b>7,788</b>	<b>140,624</b>	<b>144,655</b>	<b>155,304</b>			



TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1956, 1957 and 1958—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
thousands of dollars												
January .....	105,192	114,735	121,322	16,806	19,610	22,002	8,780	8,329	8,382			
February .....	104,796	109,657	113,627	17,117	18,954	20,503	9,912	8,453	8,328			
March .....	123,591	131,339	132,328	19,392	21,980	23,655	11,540	9,774	9,670			
April .....	129,219	140,897	133,889	18,032	21,102	22,988	10,044	9,845	10,044			
May .....	140,099	146,468	147,304	19,850	22,409	25,911	11,054	10,257	11,293			
June .....	141,982	139,822	132,517	21,713	23,016	23,686	12,434	10,670	10,426			
July .....	137,515	138,348	135,922	20,665	22,293	24,181	11,853	10,685	10,790			
August .....	143,995	144,312	137,179	20,363	24,615	25,229	12,756	11,840	11,316			
September .....	136,182	130,039	131,705	19,806	20,871	22,871	11,786	9,966	9,801			
October .....	134,470	132,008	138,993	19,784	21,561	24,310	12,284	10,341	10,255			
November .....	132,277	132,379	137,260	19,509	22,537	23,657	12,047	10,402	10,431			
December .....	165,013	156,137	169,176	23,802	23,105	25,781	21,573	17,244	18,245			
Annual total .....	1,594,331	1,616,143	1,631,221	236,839	262,053	284,774	145,364	127,806	128,979			
General stores			Department stores			Variety stores						
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	3,614	3,809	3,609	12,314	13,866	16,002	792	815	907			
February .....	3,614	3,708	3,513	12,737	13,132	13,211	806	850	958			
March .....	4,276	4,321	4,168	15,363	16,039	16,664	978	1,002	1,133			
April .....	4,458	4,544	4,306	15,197	17,811	17,258	1,123	1,243	1,235			
May .....	4,672	5,113	5,469	16,472	18,465	18,871	1,074	1,171	1,431			
June .....	5,076	5,353	5,818	16,275	16,275	16,389	1,117	1,202	1,216			
July .....	5,037	5,068	5,216	14,556	16,200	15,682	1,128	1,242	1,236			
August .....	5,006	5,223	5,933	17,262	18,764	18,445	1,148	1,309	1,436			
September .....	4,947	4,610	4,964	19,010	19,067	21,069	1,164	1,208	1,412			
October .....	5,173	4,909	5,446	19,412	19,315	20,609	1,163	1,239	1,415			
November .....	4,887	4,412	5,654	22,124	23,097	23,744	1,282	1,452	1,586			
December .....	6,151	5,494	6,541	29,066	27,991	30,202	2,673	2,854	3,196			
Annual total .....	56,911	56,565	60,638	209,788	220,022	228,147	14,448	15,587	17,160			
Motor vehicle dealers			Garages and filling stations			Men's clothing stores			Family clothing stores			
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
January.....	22,431	23,761	24,301	5,435	6,406	6,863	1,741	1,930	2,150	942	955	1,021
February .....	23,683	24,343	24,432	5,172	5,993	6,879	1,889	1,553	1,626	484	535	523
March .....	27,171	29,549	27,932	5,785	6,977	7,308	1,679	1,626	1,677	703	672	640
April .....	34,328	34,923	26,694	6,293	7,500	8,066	1,536	1,676	1,716	710	794	748
May .....	36,853	34,169	28,780	6,560	7,617	7,956	1,693	1,912	2,193	789	866	923
June .....	35,204	30,595	25,777	6,744	7,580	8,180	1,844	1,935	1,912	891	874	800
July .....	33,771	29,932	27,180	7,252	7,853	8,602	1,609	1,696	1,858	976	963	905
August .....	32,744	28,130	23,376	7,181	7,909	8,087	1,792	2,129	2,009	1,118	1,121	1,103
September .....	27,545	24,111	20,706	6,480	7,084	7,526	1,810	1,760	1,888	1,118	962	1,107
October .....	24,993	22,161	23,047	6,685	7,178	8,500	1,831	2,065	2,024	1,021	1,158	1,072
November .....	23,024	20,711	21,638	6,608	6,982	7,633	2,203	2,414	2,570	1,072	1,069	1,141
December .....	22,943	20,476	22,913	6,799	6,713	7,618	3,504	3,529	3,871	1,610	1,504	1,688
Annual total .....	344,690	322,862	296,776	76,994	85,790	93,217	23,131	24,224	25,494	11,434	11,472	11,673

TABLE 5. British Columbia—Estimated Retail Trade—by Kinds of Business and Months, 1956, 1957 and 1958—Concluded

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
	thousands of dollars											
January .....	1,886	2,015	2,102	907	840	1,104	1,245	1,320	1,419	3,036	2,535	2,678
February .....	1,513	1,570	1,606	633	652	818	1,159	1,210	1,409	2,864	2,291	3,050
March .....	2,462	2,093	2,048	845	865	1,030	1,559	1,490	1,732	3,635	3,710	3,995
April .....	2,273	2,442	2,264	1,019	1,016	1,145	1,583	1,900	1,868	4,262	4,272	4,954
May .....	2,647	2,571	2,667	1,076	1,118	1,454	1,899	2,255	2,212	4,736	4,537	4,525
June .....	2,058	2,148	1,940	1,028	980	1,035	1,925	2,230	2,137	4,409	4,664	4,157
July .....	2,170	2,214	2,116	1,057	1,048	1,183	1,982	2,106	2,056	4,283	4,206	4,182
August .....	1,986	2,383	2,033	1,011	1,097	1,146	2,020	2,267	2,061	4,500	4,243	4,008
September .....	2,436	2,340	2,376	1,112	974	1,166	1,961	2,136	2,169	4,167	4,122	4,456
October .....	2,795	2,729	2,664	1,030	958	1,084	1,894	2,204	2,227	4,237	4,347	4,510
November .....	2,473	2,683	2,752	862	898	1,046	2,028	2,083	2,049	3,581	3,618	3,892
December .....	3,781	3,830	3,985	1,364	1,178	1,357	2,534	2,866	2,872	2,444	2,786	3,176
Annual total .....	28,479	29,019	28,555	11,943	11,625	13,568	21,789	24,069	24,213	46,152	45,331	47,584
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	3,428	3,772	4,168	3,811	4,183	4,023	4,072	5,197	3,658			
February .....	3,102	3,214	3,508	3,589	3,857	3,835	4,283	4,134	2,873			
March .....	3,598	3,628	3,253	4,147	4,651	4,294	3,605	3,100	2,848			
April .....	4,215	3,607	3,616	4,420	4,741	4,345	2,236	2,097	2,119			
May .....	3,944	3,745	3,836	4,697	5,420	4,855	1,598	1,600	1,448			
June .....	4,527	3,958	3,860	4,749	5,274	4,765	1,945	1,221	1,169			
July .....	4,097	4,007	3,566	5,860	5,885	5,651	1,549	1,251	956			
August .....	4,527	4,581	4,087	6,004	6,008	5,486	1,675	1,315	1,025			
September .....	4,619	4,554	4,575	5,323	5,245	4,741	2,008	1,541	1,863			
October .....	4,969	4,761	4,475	4,871	4,570	4,419	3,082	2,717	2,429			
November .....	4,892	4,749	4,324	4,652	4,514	4,260	3,556	2,967	3,156			
December .....	6,159	5,521	5,567	4,940	4,611	4,453	4,188	3,459	3,997			
Annual total .....	52,078	50,097	48,835	57,063	58,960	55,125	33,797	30,597	27,541			
	Drug stores			Jewellery stores			Miscellaneous					
	1956	1957	1958	1956	1957	1958	1956	1957	1958			
January .....	2,598	2,864	3,183	842	903	991	10,513	11,626	12,760			
February .....	2,642	2,746	2,978	875	871	871	9,422	11,591	12,704			
March .....	2,996	2,994	3,234	980	991	930	12,879	15,878	16,116			
April .....	2,647	2,984	3,353	914	1,079	1,004	13,928	17,324	16,167			
May .....	2,837	3,290	3,579	1,074	1,200	1,144	16,575	18,753	18,756			
June .....	2,869	3,140	3,291	1,262	1,332	1,214	15,909	17,375	14,746			
July .....	2,900	3,156	3,412	1,140	1,204	1,152	15,629	17,340	15,998			
August .....	2,996	3,276	3,522	1,269	1,410	1,300	18,636	16,690	15,577			
September .....	2,997	3,141	3,345	1,287	1,205	1,178	16,606	15,141	14,494			
October .....	3,085	3,477	3,593	1,143	1,140	1,142	15,019	15,179	15,770			
November .....	2,937	3,206	3,326	1,443	1,452	1,375	13,096	13,133	13,027			
December .....	4,225	4,406	4,660	3,618	3,584	3,540	13,639	14,985	15,513			
Annual total .....	35,729	38,679	41,476	15,849	16,371	15,840	171,852	185,013	181,627			

TABLE 6. Estimated Retail Trade — Atlantic Provinces — by Kinds of Business, 1957 and 1958

Kind of business or store	Newfoundland		Prince Edward Island	
	1957	1958	1957	1958
	thousands of dollars			
<b>Total, all trades</b> .....	<b>230, 676</b>	<b>233, 427</b>	<b>66, 235</b>	<b>73, 619</b>
Grocery and combination .....	45, 680	46, 419	11, 165	12, 234
Other food and beverage .....	18, 365	18, 404	4, 108	4, 465
General .....	58, 992	61, 898	10, 813	11, 907
Department .....	1	1	1	1
Variety .....	1	1	1	1
Motor vehicle .....	34, 050	33, 487	10, 621	11, 356
Garage and filling station .....	1	1	1	1
Men's clothing .....	6, 222	6, 397	3, 325	3, 511
Family clothing .....				
Women's clothing .....				
Shoe .....	1	1	1	1
Hardware .....	1	1	1	1
Lumber and building material .....	1	1	1	1
Furniture, appliance and radio .....	1	1	1	1
Restaurant .....	1	1	1	1
Fuel .....	1	1	1	1
Drug .....	2, 934	3, 095	1, 106	1, 176
Jewellery .....	1	1	1	1
Miscellaneous .....	16, 970	16, 402	7, 129	8, 163
	Nova Scotia		New Brunswick	
<b>Total, all trades</b> .....	<b>538, 080</b>	<b>556, 482</b>	<b>398, 879</b>	<b>426, 562</b>
Grocery and combination .....	128, 861	131, 734	86, 607	101, 269
Other food and beverage .....	40, 024	39, 982	28, 274	29, 365
General .....	32, 112	33, 155	31, 728	32, 297
Department .....	1	1	1	1
Variety .....	1	1	1	1
Motor vehicle .....	96, 350	96, 858	71, 293	69, 892
Garage and filling station .....	28, 960	32, 523	35, 041	38, 589
Men's clothing .....	26, 546	28, 055	21, 201	20, 060
Family clothing .....				
Women's clothing .....				
Shoe .....	4, 794	4, 966	2, 792	2, 947
Hardware .....	8, 396	8, 508	9, 010	8, 882
Lumber and building material .....	9, 751	10, 335	4, 194	4, 455
Furniture, appliance and radio .....	22, 131	20, 605	13, 456	15, 890
Restaurant .....	11, 500	11, 903	9, 440	9, 674
Fuel .....	8, 585	7, 961	5, 898	6, 229
Drug .....	11, 415	11, 822	10, 749	11, 510
Jewellery .....	5, 803	6, 141	2, 430	2, 824
Miscellaneous .....	47, 034	52, 901	30, 828	33, 883

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations, but are included in the totals.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

## **Current Retail Trade Statistics**

### **Kind-of-Business Descriptions**

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specialty food stores, government liquor stores, brewers' retail stores, wine stores, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed—cash and carry characteristics—popularly known as 5¢—\$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These are included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio stores include those stores selling mainly furniture or appliances and radio along with those stores selling a combination of furniture and appliances.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.



## SHOPPING CENTRES IN CANADA

(Retail Trade)

1958

This supplement on shopping centres is the result of the third annual survey undertaken on this relatively new phenomenon in retail merchandising.

The survey of shopping centres was begun in order to keep abreast of major new developments in retail distribution in Canada. The results from this survey also serve the purpose of providing an important instrument in the refinement of certain retail trade statistics presently being collected by the Dominion Bureau of Statistics.

**Definition:**

For the purpose of this survey, a shopping centre has been defined as follows:

"A group of stores which are planned, developed and designed as a unit. It must contain adjacent, common, off-street parking facilities for the benefit of its customers. It must have a minimum of five retail establishments. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and land on which it is situated but still be fully integrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playground, community activities, parking, etc., originate from one authority."

**Collection:**

As in the two previous surveys, the collection of shopping centre data was effected in three general stages:

1. Information on new shopping centre developments was obtained through such sources as

municipal authorities, chain store organizations, periodicals, etc.

2. Current listings of retail establishments within shopping centres, as well as information on gross floor area and parking area, were obtained primarily from the lessors of shopping centres.
3. Information on sales were obtained directly from the retail establishments within the shopping centre. However, in a few cases, it was found necessary to estimate the sales of retail establishments because of non-response.

The users of shopping centre statistics will notice that floor area data which were published for individual trades for the year 1957 have not been published for 1958. It was felt that any changes in sales and floor area ratios from year to year would not be significant enough to justify the time and effort it would require to publish this type of data on an annual basis. Instead, these ratios will be published biennially. The 1959 report will contain this information.

**Summary of results:**

In order to increase the usefulness of this survey, shopping centres have again been stratified on the number of retail establishments.

Type A — Shopping centres with 5 to 15 retail establishments.

Type B — Shopping centres with 16 to 30 retail establishments.

Type C — Shopping centres with more than 30 retail establishments.

The following table describes the three types of shopping centres in regard to the number of retail establishments, gross floor area and parking area.

**Area Statistics of Shopping Centres, 1958**

	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail est.):				
No. of retail establishments .....	5	15	8	7
Gross floor area (sq. ft.) <sup>1</sup> .....	4, 227	327, 295	43, 756	26, 476
Parking area (sq. ft.) .....	4, 000	852, 904	106, 929	57, 119
Type B (16-30 retail est.):				
No. of retail establishments .....	16	30	22	23
Gross floor area (sq. ft.) <sup>1</sup> .....	48, 760	498, 700	154, 820	124, 995
Parking area (sq. ft.) .....	73, 623	977, 480	403, 218	375, 000
Type C (30 or more retail est.):				
No. of retail establishments .....	31	53	35	33
Gross floor area (sq. ft.) <sup>1</sup> .....	188, 496	600, 000	374, 221	333, 174
Parking area (sq. ft.) .....	456, 000	1, 846, 100	1, 015, 961	640, 632

<sup>1</sup> Includes gross floor area of all premises—retail, service, offices, etc.

The year 1958 witnessed a net increase of 30 shopping centres in operation in Canada. This raised the total number of shopping centres from 95 in 1957 to 125 in 1958.

The following table shows a comparison of the number of shopping centres in existence during 1957 and 1958.

**Number of Shopping Centres in Canada, 1957 and 1958  
by Province and by Type**

Province	Type A		Type B		Type C		Total	
	1957	1958	1957	1958	1957	1958	1957	1958
Nova Scotia .....	2	2	—	—	—	—	2	2
Quebec .....	5	6	10	12	—	1	15	19
Ontario .....	37	47	14	16	6	8	57	71
Saskatchewan .....	2	2	—	—	—	—	2	2
Alberta .....	11 <sup>1</sup>	16	1	2	—	—	12 <sup>1</sup>	18
British Columbia .....	5	11	2	2	—	—	7	13
<b>Canada .....</b>	<b>62<sup>1</sup></b>	<b>84</b>	<b>27</b>	<b>32</b>	<b>6</b>	<b>9</b>	<b>95<sup>1</sup></b>	<b>125</b>

<sup>1</sup> Number of shopping centres in Alberta. — Type A revised for 1957 to 11 instead of 7.

The majority of the new centres that "came into existence" during 1958 were of the "neighbourhood" variety: 25 of the 30 shopping centres were in the type A category; the remaining 5 centres were classified as type B centres or what is commonly referred to as "community" type shopping centres.

An increase in the number of retail establishments within shopping centres caused a number of shifts in the previous classification for some of the existing shopping centres.

In Quebec, 1 shopping centre moved from type A to type B and another shopping centre from type B to type C. In Ontario, 2 centres, which had been

placed in the type A category in 1957, moved to type B and 2 type B centres were reclassified to type C.

There has been some criticism that the type A classification contained numerous strip developments which should not be classified as shopping centres. It was decided that, for the present time, no change would be made in the definition in order to exclude these developments. However, an additional table has been added to this supplement which stratifies the shopping centres in the type A group by size of parking area by province showing sales for chain and independent stores. It is hoped that this table will furnish an additional tool with which to analyse the results from this survey.

**Type "A" Shopping Centres, Canada, 1958  
by Parking Area and by Sales**

Parking area	No. of Shopping centres	Sales		
		Independent	Chain	Total
Square feet:				
Under 20,000 .....	15	8,913,189	1,862,631	10,775,820
20,000 to 49,999 .....	21	13,091,942	8,448,996	21,540,938
50,000 and over .....	44	21,654,373	75,697,961	97,352,334
Area not submitted .....	4	2,177,250	6,144,299	8,321,549
<b>Total .....</b>	<b>84</b>	<b>45,836,754</b>	<b>92,153,887</b>	<b>137,990,641</b>

It should be noted that the term "came into existence" as used in this report refers to the acceptance of the retail development as a shopping centre according to the definition as set forth by the Dominion Bureau of Statistics. The term does

not necessarily imply that the actual construction and operation of the centre was started in 1958.

The following table contains the basic information on the economic organization of retail trade within shopping centres during 1958.

## Economic Organization of Retail Trade within Shopping Centres, 1958, by Type

	Type A	Type B	Type C	Total
Number of shopping centres .....	84	32	9	125
Number of stores:				
Independent <sup>1</sup> .....	493	372	131	996
Chain .....	195	343	188	726
<b>Total</b> .....	<b>688</b>	<b>715</b>	<b>319</b>	<b>1,722</b>
Sales:				
Independent <sup>1</sup> .....	\$ 45,836,754	\$ 78,774,678	\$ 42,028,556	\$ 166,639,988
Chain .....	\$ 92,153,887	\$ 137,181,576	\$ 72,472,886	\$ 301,808,349
<b>Total</b> .....	<b>\$ 137,990,641</b>	<b>\$ 215,956,254</b>	<b>\$ 114,501,442</b>	<b>\$ 468,448,337</b>

<sup>1</sup> Includes department stores.

The 125 shopping centres in operation during 1958 had a total sales volume of \$468,448,337. This is an increase of \$103,125,302 or 28.2 per cent over the 1957 revised sales figure of \$365,323,035. The net addition of 30 new shopping centres during 1958 accounted for \$39,486,887 or 38.3 per cent of the increase while the remaining \$63,638,415 or 61.7 per cent was due to an increase in the number of stores in existing shopping centres as well as increased sales for the retail establishments in operation during 1958.

Although 67.2 per cent of all shopping centres were of the type A variety, they accounted for only

29.5 per cent of the total retail sales. On the other hand, shopping centres which were in the type B class (25.6 per cent) accounted for 46.1 per cent of total retail sales. The remaining 24.4 per cent of the retail sales were made in type C centres (7.2 per cent by number).

All trades represented in shopping centres continued to experience substantial gains in sales volume with family clothing stores, other food and beverage stores and variety stores witnessing the largest percentage gains from the previous year.

## Comparison of Sales by Selected Kinds of Businesses within Shopping Centres, 1957 and 1958

Kind of business	Sales		Change 1958/57
	1957 <sup>r</sup>	1958	
	dollars		%
Grocery and combination .....	169,033,336	213,662,288	+26.4
Other food and beverage .....	16,005,455	22,863,527	+42.8
Department .....	68,680,373	84,114,677	+22.5
Variety .....	21,836,907	30,487,727	+39.6
Garage and filling station .....	1,990,572	2,747,789	+38.0
Men's clothing .....	6,706,796	8,672,536	+29.3
Family clothing .....	1,350,105	2,666,233	+97.5
Women's clothing .....	15,763,053	19,701,248	+25.0
Shoe .....	7,741,944	10,232,452	+32.2
Hardware .....	8,153,707	10,622,882	+30.3
Furniture, appliance and radio .....	6,842,554	7,213,412	+5.4
Restaurant .....	5,719,216	7,486,503	+30.9
Drug .....	13,595,785	18,964,975	+39.5
Jewellery .....	2,217,965	2,890,208	+30.3
Miscellaneous .....	19,665,267	26,121,880	+32.7
<b>Total, all trades</b> .....	<b>365,323,035</b>	<b>468,448,337</b>	<b>+28.2</b>

<sup>r</sup> Revised.

The following table describes the percentage distribution of stores and sales in shopping centres by trade for 1958. It shows that the grocery and combination stores continue to obtain the largest share of total retail sales with department stores in second position and variety stores third. In re-

gard to the number of stores, the miscellaneous group continues to dominate with 21.8 per cent of the total number of retail stores; other food and beverage stores were second with 11.8 per cent and women's clothing stores third with 11.7 per cent.



### Percentage Distribution of Stores and Sales in Shopping Centres by Trade 1957 and 1958

Kind of business	No. of stores <sup>1</sup>		Sales <sup>1</sup>	
	1957 <sup>r</sup>	1958	1957 <sup>r</sup>	1958
	percentage			
Grocery and combination .....	8.0	8.2	46.3	45.6
Other food and beverage .....	12.7	11.8	4.4	4.9
Department .....	1.2	1.2	18.8	18.0
Variety .....	5.1	4.9	6.0	6.5
Garage and filling station .....	1.5	1.5	0.5	0.6
Men's clothing .....	5.3	5.3	1.8	1.9
Family clothing .....	1.1	1.2	0.4	0.6
Women's clothing .....	12.3	11.7	4.3	4.2
Shoe .....	7.4	7.4	2.1	2.2
Hardware .....	5.6	5.5	2.2	2.3
Furniture, appliance and radio .....	3.6	4.1	1.9	1.5
Restaurant .....	5.3	5.9	1.6	1.6
Drug .....	6.8	6.9	3.7	4.0
Jewellery .....	2.9	2.6	0.6	0.6
Miscellaneous .....	21.2	21.8	5.4	5.5
<b>Total, all trades</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Includes both independent and chain stores.

<sup>r</sup> Revised.

The position of chain and independent retail stores in respect to the number of stores and sales has not changed significantly from the previous year. Chain stores, not including department stores,

continued to absorb the larger share of sales in shopping centres; 60.7 per cent in 1956, 64.1 per cent in 1957 and 64.4 per cent in 1958.

### Percentage Distribution of Stores and Sales between Chain and Independent Stores, 1957 and 1958

	Independent stores		Chain stores	
	1957 <sup>r</sup>	1958	1957 <sup>r</sup>	1958
	percentage			
Number .....	56.0	57.8	44.0	42.2
Sales .....	35.9	35.6	64.1	64.4

<sup>r</sup> Revised.

The sales made by retail stores located in shopping centres during 1958 represent 3.0 per cent of the total estimated retail sales in Canada. However, a more realistic picture of their importance in the retail sector is the comparison of their sales with similar kinds of business within the provinces in which the shopping centres are located. The

percentage of business done in shopping centres is raised to 4.5 per cent by the exclusion from total retail sales of such trades as motor vehicle dealers, lumber and building material dealers and farm implement dealers, which are not represented in shopping centres.

### Percentage of Shopping Centre Sales to Total Retail Sales by Regions

Province	Provincial retail sales <sup>1</sup>	Shopping centres	
		Sales	Percentage of total sales
	dollars		%
Ontario .....	4,329,531,400	287,619,131	6.6
Quebec .....	2,795,435,500	98,678,001	3.5
Other provinces <sup>2</sup> .....	3,368,122,300	82,151,205	2.4
<b>Total</b> .....	<b>10,493,089,200</b>	<b>468,448,337</b>	<b>4.5</b>

<sup>1</sup> Excludes the sales of the following trades: general stores, motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores.

<sup>2</sup> Includes Atlantic Provinces, Saskatchewan, Alberta and British Columbia.



**TABLE 1. Retail Sales in Shopping Centres, Canada, 1958**  
by Type of Shopping Centre and by Kind of Business

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination .....	15,610,857	72,581,934	88,192,791	<sup>1</sup>	<sup>1</sup>	87,770,067
Other food and beverage .....	2,251,325	3,542,303	5,793,628	2,875,343	11,448,456	14,323,799
Department .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	—	<sup>1</sup>
Variety .....	490,701	6,553,253	7,043,954	<sup>1</sup>	<sup>1</sup>	13,316,871
Garage and filling station .....	1,563,543	—	1,563,543	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Men's clothing .....	1,197,680	262,757	1,460,437	2,408,200	2,125,291	4,533,491
Family clothing .....	299,746	<sup>1</sup>	<sup>1</sup>	1,401,336	676,130	2,077,466
Women's clothing .....	888,095	3,335,611	4,223,706	2,147,121	6,092,718	8,239,839
Shoe .....	266,473	1,711,303	1,977,776	882,292	4,306,885	5,189,177
Hardware .....	3,331,612	529,572	3,861,184	2,595,584	855,550	3,451,134
Furniture, appliance and radio ....	<sup>1</sup>	<sup>1</sup>	1,202,262	<sup>1</sup>	<sup>1</sup>	1,726,385
Restaurant .....	2,671,690	—	2,671,690	2,810,343	442,813	3,253,156
Drug .....	6,647,471	2,674,952	9,322,423	<sup>1</sup>	<sup>1</sup>	7,073,065
Jewellery .....	346,483	—	346,483	859,913	645,966	1,505,879
Miscellaneous .....	3,121,185	742,788	3,863,973	7,130,276	6,619,545	13,749,821
<b>Total, all trades .....</b>	<b>45,836,754</b>	<b>92,153,887</b>	<b>137,990,641</b>	<b>78,774,678</b>	<b>137,181,576</b>	<b>215,956,254</b>
Type C			Total			
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination .....	<sup>1</sup>	<sup>1</sup>	37,699,430	16,436,066	197,226,222	213,662,288
Other food and beverage .....	501,031	2,245,069	2,746,100	5,627,699	17,235,828	22,863,527
Department .....	<sup>1</sup>	—	<sup>1</sup>	84,114,677	—	84,114,677
Variety .....	<sup>1</sup>	<sup>1</sup>	10,126,902	569,819	29,917,908	30,487,727
Garage and filling station .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	2,747,789
Men's clothing .....	761,316	1,917,292	2,678,608	4,367,196	4,305,340	8,672,536
Family clothing .....	—	<sup>1</sup>	<sup>1</sup>	1,701,082	965,151	2,666,233
Women's clothing .....	1,655,772	5,581,931	7,237,703	4,690,988	15,010,260	19,701,248
Shoe .....	676,237	2,389,262	3,065,499	1,825,002	8,407,450	10,232,452
Hardware .....	542,690	2,767,874	3,310,564	6,469,886	4,152,996	10,622,882
Furniture, appliance and radio ....	1,613,939	2,670,826	4,284,765	4,170,436	3,042,976	7,213,412
Restaurant .....	1,561,657	—	1,561,657	7,043,690	442,813	7,486,503
Drug .....	<sup>1</sup>	<sup>1</sup>	2,569,487	10,829,475	8,135,500	18,964,975
Jewellery .....	365,149	672,697	1,037,846	1,571,545	1,318,663	2,890,208
Miscellaneous .....	4,227,826	4,280,260	8,508,086	<sup>1</sup>	<sup>1</sup>	26,121,880
<b>Total, all trades .....</b>	<b>42,028,556</b>	<b>72,472,886</b>	<b>114,501,442</b>	<b>166,639,988</b>	<b>301,808,349</b>	<b>468,448,337</b>

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 2. Percentage Distribution of Stores and Sales in Shopping Centres, Canada, 1958**  
by Type of Shopping Centre and by Kind of Business

Kind of business	Type A				Type B			
	Independent stores		Chain stores		Independent stores		Chain stores	
	No.	Sales	No.	Sales	No.	Sales	No.	Sales
	percentage							
Grocery and combination .....	8.1	34.1	25.7	78.8	1.6	<sup>1</sup>	9.0	<sup>1</sup>
Other food and beverage .....	10.9	4.9	12.8	3.8	10.5	3.7	15.2	8.3
Department .....	1.0	<sup>1</sup>	—	—	2.2	<sup>1</sup>	—	—
Variety .....	1.6	1.1	11.3	7.1	0.3	<sup>1</sup>	10.5	<sup>1</sup>
Garage and filling station .....	3.6	3.4	—	—	1.3	<sup>1</sup>	0.3	<sup>1</sup>
Men's clothing .....	5.3	2.6	1.5	0.3	5.7	3.0	5.2	1.6
Family clothing .....	1.2	0.7	1.5	<sup>1</sup>	1.9	1.8	0.9	0.5
Women's clothing .....	5.1	1.9	12.8	3.6	9.4	2.7	19.5	4.4
Shoe .....	2.6	0.6	14.4	1.9	4.0	1.1	13.1	3.1
Hardware .....	11.6	7.3	1.5	0.6	5.7	3.3	1.8	0.6
Furniture, appliance and radio .....	5.3	<sup>1</sup>	0.5	<sup>1</sup>	4.8	<sup>1</sup>	1.8	<sup>1</sup>
Restaurant .....	11.8	5.8	—	—	7.5	3.6	0.9	0.3
Drug .....	10.8	14.5	11.3	2.9	4.3	<sup>1</sup>	4.4	<sup>1</sup>
Jewellery .....	2.6	0.7	—	—	4.0	1.1	1.7	0.5
Miscellaneous .....	18.5	6.8	6.7	0.8	36.8	9.1	15.7	4.8
<b>Total, all trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
	Type C					Total, all types		
	Independent stores		Chain stores		All stores			
	No.	Sales	No.	Sales	No.	Sales		
	percentage							
Grocery and combination .....	0.8	<sup>1</sup>	7.5	<sup>1</sup>	8.2	45.6		
Other food and beverage .....	7.6	1.2	12.8	3.1	11.8	4.9		
Department .....	5.3	<sup>1</sup>	—	—	1.2	18.0		
Variety .....	0.8	<sup>1</sup>	9.0	<sup>1</sup>	4.9	6.5		
Garage and filling station .....	0.8	<sup>1</sup>	—	—	1.5	0.6		
Men's clothing .....	6.1	1.8	8.0	2.6	5.3	1.9		
Family clothing .....	—	—	0.5	<sup>1</sup>	1.2	0.6		
Women's clothing .....	13.0	3.9	17.0	7.7	11.7	4.2		
Shoe .....	5.3	1.6	10.6	3.3	7.4	2.2		
Hardware .....	3.1	1.3	2.1	3.8	5.5	2.3		
Furniture, appliance and radio .....	6.9	3.8	5.9	3.7	4.1	1.5		
Restaurant .....	9.9	3.7	—	—	5.9	1.6		
Drug .....	1.5	<sup>1</sup>	5.3	<sup>1</sup>	6.9	4.0		
Jewellery .....	3.8	0.9	3.2	0.9	2.6	0.6		
Miscellaneous .....	35.1	10.1	18.1	6.0	21.8	5.6		
<b>Total, all trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 3. Retail Sales in Shopping Centres, 1958  
by Provinces and Kind of Business**

Kind of business	Canada	Ontario	Quebec	Other provinces
	dollars			
Grocery and combination .....	213,662,288	133,147,076	53,233,632	27,281,580
Other food and beverage .....	22,863,527	14,631,155	2,719,130	5,513,242
Department .....	84,114,677	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Variety .....	30,487,727	18,609,974	9,149,002	2,728,751
Garage and filling station .....	2,747,789	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Men's clothing .....	8,672,536	6,106,201	1,986,892	579,443
Family clothing .....	2,666,233	906,039	1,452,738	307,456
Women's clothing .....	19,701,248	13,668,856	4,620,074	1,412,318
Shoe .....	10,232,452	6,608,384	3,076,552	547,516
Hardware .....	10,622,882	5,657,568	3,687,379	1,277,935
Furniture, appliance and radio .....	7,213,412	5,281,879	591,534	1,339,999
Restaurant .....	7,486,503	5,297,653	989,379	1,199,471
Drug .....	18,964,975	12,126,201	2,949,767	3,889,007
Jewellery .....	2,890,208	1,869,251	515,504	505,453
Miscellaneous .....	26,121,880	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
<b>Total, all trades .....</b>	<b>468,448,337</b>	<b>287,619,131</b>	<b>98,678,001</b>	<b>82,151,205</b>

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.











CATALOGUE No.

63-209

ANNUAL

Canada. Statistics, Bureau of



CANADA

# RETAIL TRADE

1959



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division





DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division

RETAIL TRADE  
1959

*Published by Authority of*  
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# PUBLICATIONS RELATING TO RETAIL TRADE

Catalogue number	Title	Price
(a) Weekly		
63-003	Percentage Change in Department Store Sales .....	per year \$2.00
(b) Monthly		
63-001	Chain Store Sales and Stocks .....	per year 1.00
63-002	Department Store Sales and Stocks.....	per year 1.00
63-004	Percentage Change in Department Store Sales (Preliminary) .....	per year 1.00
63-005	Retail Trade.....	per year 3.00
63-007	New Motor Vehicle Sales and Motor Vehicle Financing .....	per year 1.00
61-004	Credit Statistics .....	per year 1.00
(c) Quarterly		
63-006	Retail Credit .....	per year 2.00
63-009	Farm Implement and Equipment Sales .....	per year 1.00
(d) Annual		
63-203	Farm Implement and Equipment Sales .....	.50
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63-209	Retail Trade (including Shopping Centres).....	.50
63-210	Retail Chain Stores.....	.50
63-211	Sales Financing.....	.25
(e) Biennial		
63-401	Operating Results of Chain Clothing Stores .....	.50
63-402	Operating Results of Chain Drug Stores .....	.25
63-403	Operating Results of Chain Food Stores .....	.50
63-404	Operating Results of Chain Furniture Stores .....	.25
63-405	Operating Results of Chain Variety Stores .....	.25
63-406	Operating Results and Financial Structure of Independent Retail Clothing Stores .....	.75
63-407	Operating Results and Financial Structure of Independent Drug Stores .....	.50
63-408	Operating Results and Financial Structure of Filling Stations and Garages .....	.50
63-409	Operating Results and Financial Structure of Independent Food Stores.....	.50
63-410	Operating Results and Financial Structure of Independent Fuel Dealers.....	.50
63-411	Operating Results and Financial Structure of Independent General Stores .....	.50
63-412	Operating Results and Financial Structure of Independent Retail Hardware, Furniture, Appliance, Radio and Television Stores.....	.50
63-413	Operating Results and Financial Structure of Independent Jewellery Stores.....	.50
63-414	Operating Results and Financial Structure of Independent Restaurants.....	.50
63-415	Operating Results and Financial Structure of Independent Tobacco Stores.....	.50

*Other occasional reports and 1951 Census reports on retail trade are shown in a complete list of publications of the Dominion Bureau of Statistics which is available on request from the Information Services Division, D.B.S., or from the Queen's Printer, Ottawa.*

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### **SYMBOLS**

The interpretation of the symbols used in the tables throughout this publication is as follows:

.. figures not available.

— nil or zero.

\* revised figures.

# RETAIL TRADE

1959

Sales made through retail establishments during 1959 rose to a record high of \$16,283,558,000, an increase of 5.4 per cent over the previous year.

All provinces registered increased sales in 1959 with Manitoba showing the largest increase from the previous year with a gain of 7.9 per cent. The remaining provinces had the following percentage increases: Alberta and Quebec, 6.3 per cent; Atlantic Provinces, 5.5 per cent; Ontario, 4.8 per cent; British Columbia, 4.6 per cent and Saskatchewan, 4.1 per cent.

All trades with the exception of Family Clothing Stores showed larger sales in 1959 than in the previous year. Sales by Motor Vehicle Dealers which had declined during the previous two years recovered during 1959; increasing by 8.3 per cent over the previous year. This increase represents the largest gain registered by any of the specified trades. The substantial rate of growth in Garages and Service Stations during the past number of years (13.5 per cent in 1955; 14.4 per cent in 1956; 14.3 per cent in 1957 and 10.4 per cent in 1958) was continued to a lesser degree with an increase of 6.4 per cent. Significant increases were also registered in the following trades: Shoe Stores, 6.0 per cent; Drug Stores 5.8 per cent and Department Stores, 5.6 per cent.

Grocery and Combination Stores continued to dominate the retail sector of the economy with 20.2 per cent of the total dollar volume; no change from the previous year. Motor Vehicle Dealers retained second position with 16.0 per cent of total dollar volume; an increase of 0.4 per cent over the previous year.

## Sources and Methods

Estimates of retail trade are published monthly as well as annually. The link-relative approach is employed in producing these estimates. The monthly estimates are published approximately a month and a half after the survey month. In the December issue of any year, the monthly estimates are revised, and, in reality, this bulletin replaces the preceding monthly bulletins for that year. A second and final revision to the figures which are contained in the December bulletin takes place approximately one year after the survey year.

These final estimates are compiled in two broad stages. The first is a combination of an annual survey of approximately 10,000 independent retail stores in all trades and areas, department stores, and all known retail chain stores. Annual chain store sales are compiled from an annual census of all chain store firms in every trade and area. A monthly sample of independent, chain and department store firms for which sales estimates are compiled and published is used to pro-rate the annual totals to a monthly basis. The second stage is an annual survey designed to yield adjustments resulting from store "births" and "deaths" by trades and by regions. The results from these two surveys are combined and published approximately one year after the survey year.

The estimates of retail sales represent total dollar volume and have not been adjusted for price changes nor, in the monthly distribution, for seasonal variation.

It should be borne in mind that estimates of sales are made for only "easily recognizable" retail establishments. They do not include door to door sales, mail order sales by record and book clubs, retail sales by manufacturers, wholesalers or service establishments. The publication of a report on "Vending Machine Operators" is one of the steps taken to close these gaps.

In the above-mentioned report, a vending machine operator was defined as "an individual or organization who owns (or rents), locates, services and repairs (on own account or on a contract basis) venders with the right vested in the firm to withdraw monies from the venders. The venders must be located on the premises other than those of the "operator" except in the case of incorporated subsidiary firms whose function it is to operate venders on the premises of the parent company."

As shown in the following table, vending machine operators sold \$33,711,000 of merchandise in 1959 through venders, an increase of 28.1 per cent over the previous year.

Data on retail sales made through hotels are contained in an annual report published by the Dominion Bureau of Statistics. As indicated in the following table sales of meals, beer, wine and liquor and other merchandise totalled \$380,744,000 in 1959.

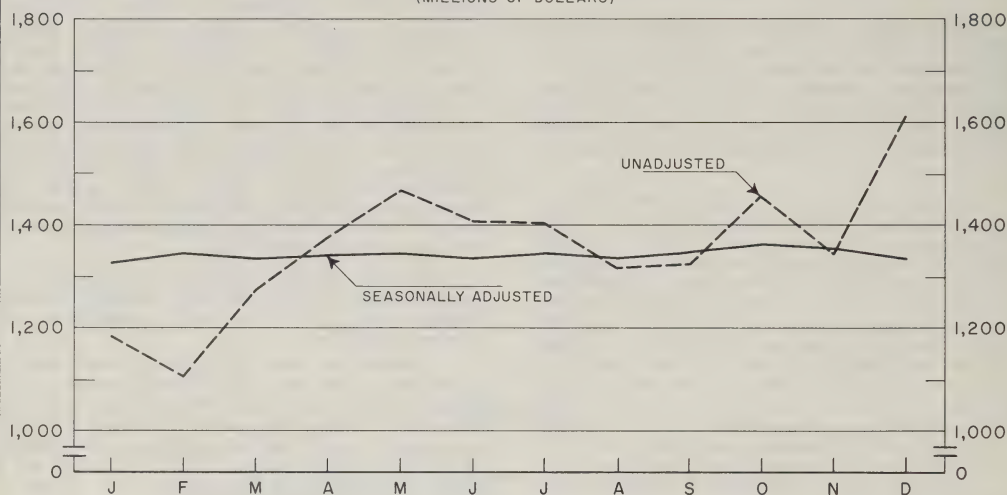
Provinces	Vending machine operators	Hotels		
		Meals	Beer, wine and liquor	Merchandise
thousands of dollars				
Newfoundland .....	1, 156	769	1, 320	146
Prince Edward Island.....		316	—	32
Nova Scotia .....		2, 646	425	139
New Brunswick .....		1, 299	—	132
Quebec .....	10, 020	26, 437	67, 466	3, 612
Ontario .....	15, 651	37, 118	74, 413	7, 234
Manitoba .....	2, 841	3, 868	23, 550	1, 550
Saskatchewan .....		3, 798	26, 931	2, 035
Alberta .....		7, 285	32, 722	3, 364
British Columbia.....		4, 044	11, 603	37, 260
Totals.....	33, 711	95, 139	264, 087	21, 518

Retail sales by vending machine operators and hotels are additional to the sales shown in the main tables of this report. Information on the other "gaps"

discussed in this report are not available at this time.

# RETAIL SALES, 1959

(MILLIONS OF DOLLARS)



## RETAIL CHAIN STORE SALES IN CANADA IN PROPORTION TO TOTAL SALES FOR SELECTED YEARS

BILLIONS OF DOLLARS

BILLIONS OF DOLLARS

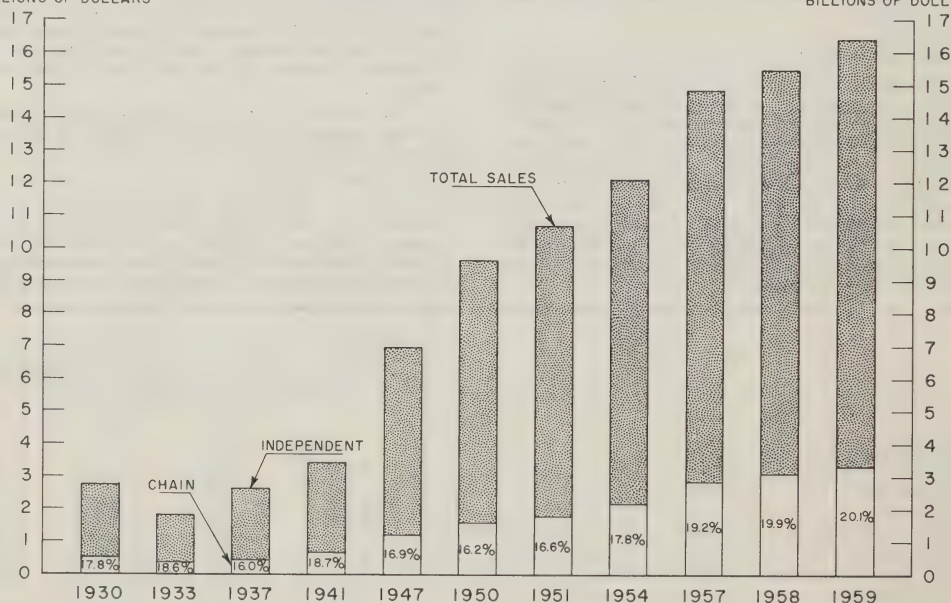




TABLE 1. Retail Trade in Canada, 1930-59, by Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
thousands of dollars								
1930	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932	1,908,301	140,276	461,874	783,373	130,562	111,598	115,278	185,250
1933	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934	1,983,682	146,716	453,627	832,928	151,179	114,556	125,298	179,378
1935	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937	2,593,121	189,946	604,942	1,058,226	165,057	138,081	165,024	254,845
1938	2,529,861	183,339	597,966	1,025,951	164,058	136,277	176,817	240,423
1939	2,377,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943	3,785,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953	12,128,034	1,017,854	2,756,136	4,615,976	677,161	845,038	987,495	1,228,373
1954	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499
1955	13,111,895	1,127,112	3,005,671	5,115,239	669,254	747,985	1,034,995	1,411,640
1956	14,297,557	1,211,156	3,322,150	5,498,554	700,145	812,281	1,158,860	1,594,331
1957	14,826,441	1,239,870	3,521,412	5,663,428	725,619	854,751	1,211,019	1,616,143
1958	15,444,341	1,290,091	3,646,651	5,934,446	753,603	913,517	1,274,812	1,631,221
1959	16,283,558	1,361,640	3,877,558	6,218,395	812,894	950,884	1,355,130	1,707,057

<sup>1</sup> Includes Yukon and Northwest Territories.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 2. Percentage of Sales of Major Trades to Total Volume for Specified Years

Kind of business	1930	1933	1937	1941	1944	1947	1951	1954	1958	1959
<b>Totals, all trades</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Grocery and combination	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	20.2	20.2
General	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	4.0	3.9
Department	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.8	8.7	8.7
Motor vehicle	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	15.6	16.0
Hardware and building materials	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.2	5.0
Furniture, appliance and radio	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	3.7	3.6
Clothing and shoes	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.7	5.6
Total, major trades	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	63.1	63.0
All other trades	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	36.9	37.0

TABLE 3. Percentage Changes in Retail Trade - 1959/58 by Provinces and Kinds of Business

Kind of business	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
<b>Totals, all trades</b>	<b>+5.4</b>	<b>+5.5</b>	<b>+6.3</b>	<b>+4.8</b>	<b>+7.9</b>	<b>+4.1</b>	<b>+6.3</b>	<b>+4.6</b>
Grocery and combination stores	+5.2	+6.8	+7.4	+2.4	+3.7	+4.5	+10.1	+6.0
Other food and beverages stores	+5.2	+4.7	+4.7	+1.0	-0.8	+0.9	+12.3	-1.0
General stores	+0.8	+2.6	+1.6	-1.5	+4.8	+2.3	+4.4	+5.8
Department stores	+5.6	+3.4	+4.0	+7.0	+7.8	+2.3	+7.0	+11.1
Variety stores	+8.3	+9.0	+5.6	+8.4	+10.8	+11.2	+12.5	+5.7
Motor vehicle dealers	+6.4	+11.9	+10.1	+4.9	+20.6	+1.3	+5.1	-0.1
Garages and service stations	+5.2	-3.5	+10.4	+4.0	+1.0	+19.2	-0.5	+3.2
Men's clothing stores	-0.3	-0.2	+1.3	+0.9	+8.7	+1.2	-13.2	-13.9
Family clothing stores	+3.1	+4.5	+0.2	+5.1	-3.4	+14.2	+2.4	+1.4
Women's clothing stores	+6.0	-3.8	+8.2	+3.8	+7.8	-3.4	+20.1	-2.5
Shoe stores	+2.7	+2.4	+3.7	+1.2	+0.9	+5.3	+3.8	+2.6
Hardware stores	+2.2	+8.5	+0.1	+0.6	+3.5	-0.5	+6.8	+5.9
Lumber and building material dealers	+2.7	-4.1	+8.3	+0.3	+3.8	-3.2	-0.6	+6.6
Furniture, appliance and radio stores	+4.4	+4.6	+5.9	+6.0	+6.7	+5.2	-3.7	-0.7
Fuel dealers	+4.8	-4.4	+6.3	+3.7	+22.2	-0.9	+5.3	+8.1
Drug stores	+5.8	+8.6	+8.7	+6.9	+6.6	-1.4	+6.7	-5.9
Jewellery stores	+2.6	-1.6	+3.8	+6.5	-11.2	+3.9	+5.3	+8.8
Miscellaneous	+7.1	+5.6	+6.4	+7.0	+16.8			

<sup>1</sup> Includes Yukon and Northwest Territories.



TABLE 4. Estimated Retail Trade - Chain and Independent - by Provinces and Kinds of Business, 1959

No.	Kind of business	All stores	Chain stores	Independent stores
Canada				
thousands of dollars				
1	Totals, all trades .....	16,283,558	3,280,263	13,003,294
2	Grocery and combination stores .....	3,287,247	1,481,136	1,806,111
3	Other food and beverages .....	1,177,507	621,705	555,802
4	General stores .....	629,776	44,290	585,486
5	Department stores .....	1,420,016	—	1,420,016
6	Variety stores .....	330,594	282,591	48,003
7	Motor vehicle dealers .....	2,613,412	24,778	2,588,634
8	Garages and service stations .....	1,103,580	7,294	1,096,286
9	Men's clothing stores .....	249,882	30,148	219,734
10	Family clothing stores .....	225,818	50,373	175,445
11	Women's clothing stores .....	273,181	81,357	191,825
12	Shoe stores .....	155,039	70,150	84,889
13	Hardware stores .....	326,416	48,893	277,522
14	Lumber and building material dealers .....	492,287	103,158	389,129
15	Furniture, appliance and radio dealers .....	581,132	126,175	454,957
16	Restaurants .....	566,707	40,718	525,990
17	Fuel dealers .....	341,850	6,286	335,564
18	Drug stores .....	405,063	53,383	351,680
19	Jewellery stores .....	136,573	48,736	87,837
20	Miscellaneous .....	1,967,476	159,091	1,808,385
Manitoba				
21	Totals, all trades .....	812,894	131,908	680,986
22	Grocery and combination stores .....	128,587	56,740	71,848
23	Other food and beverages .....	36,399	23,195	13,205
24	General stores .....	50,327	<sup>1</sup>	<sup>1</sup>
25	Department stores .....	126,064	—	126,064
26	Variety stores .....	8,556	8,333	224
27	Motor vehicle dealers .....	132,670	—	132,670
28	Garages and service stations .....	38,651	<sup>1</sup>	<sup>1</sup>
29	Men's clothing stores .....	5,997	<sup>1</sup>	<sup>1</sup>
30	Family clothing stores .....	11,906	2,042	9,864
31	Women's clothing stores .....	7,678	2,056	5,621
32	Shoe stores .....	3,670	1,172	2,499
33	Hardware stores .....	19,605	3,864	15,741
34	Lumber and building material dealers .....	48,007	10,612	37,395
35	Furniture, appliance and radio dealers .....	24,689	6,699	17,989
36	Restaurants .....	28,492	3,181	25,311
37	Fuel dealers .....	12,894	—	12,894
38	Drug stores .....	20,100	<sup>1</sup>	<sup>1</sup>
39	Jewellery stores .....	5,636	<sup>1</sup>	<sup>1</sup>
40	Miscellaneous .....	102,963	5,190	97,773

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1959

All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	No.
Atlantic Provinces			Quebec			Ontario			
thousands of dollars									
1,361,640	233,803	1,127,836	3,877,558	674,002	3,203,556	6,218,395	1,508,626	4,709,769	1
311,552	73,476	238,076	931,320	303,524	627,797	1,260,069	755,531	504,538	2
96,518	<sup>1</sup>	<sup>1</sup>	335,787	105,854	229,933	477,023	288,111	188,912	3
142,819	10,597	132,222	106,140	8,582	97,558	119,410	5,998	113,412	4
102,688	—	102,688	240,854	—	240,854	480,426	—	480,426	5
35,509	32,094	3,415	87,129	73,567	13,562	151,168	129,820	21,348	6
230,588	21,564	209,024	522,978	—	522,978	944,426	<sup>1</sup>	<sup>1</sup>	7
93,192	<sup>1</sup>	<sup>1</sup>	258,564	<sup>1</sup>	<sup>1</sup>	464,468	1,717	462,751	8
13,270	<sup>1</sup>	<sup>1</sup>	68,624	5,546	63,078	102,462	20,591	81,871	9
32,987	3,242	29,745	82,023	25,242	56,781	66,487	13,068	53,418	10
11,721	2,624	9,097	74,066	20,581	53,485	117,150	38,820	78,331	11
10,237	2,745	7,492	42,899	20,952	21,947	71,161	37,464	33,697	12
20,518	<sup>1</sup>	<sup>1</sup>	71,350	9,432	61,919	107,635	8,988	98,646	13
18,713	—	18,713	92,744	<sup>1</sup>	<sup>1</sup>	167,609	26,425	141,184	14
40,336	9,294	31,042	173,050	39,205	133,846	219,975	49,698	170,277	15
26,844	1,467	25,377	148,857	9,888	138,968	231,481	14,222	217,258	16
16,678	<sup>1</sup>	<sup>1</sup>	96,236	—	96,236	178,541	<sup>1</sup>	<sup>1</sup>	17
29,976	2,989	26,987	88,840	6,148	82,693	172,685	23,803	148,882	18
9,957	2,461	7,496	28,590	8,162	20,429	62,253	22,746	39,507	19
117,537	7,682	109,855	427,506	32,039	395,466	823,966	67,049	756,916	20
Saskatchewan			Alberta			British Columbia			
950,884	137,037	813,848	1,355,130	245,747	1,109,383	1,707,057	349,140	1,357,917	21
125,033	40,110	84,923	228,797	103,577	125,220	301,888	148,178	153,710	22
37,142	24,118	13,024	67,014	45,306	21,708	127,625	75,159	52,466	23
88,012	<sup>1</sup>	<sup>1</sup>	62,110	<sup>1</sup>	<sup>1</sup>	60,958	8,602	52,356	24
69,075	—	69,075	159,502	—	159,502	241,406	—	241,406	25
11,269	9,943	1,327	17,890	14,613	3,277	19,073	14,222	4,851	26
206,149	—	206,149	262,798	—	262,798	313,804	—	313,804	27
69,456	<sup>1</sup>	<sup>1</sup>	86,096	<sup>1</sup>	<sup>1</sup>	93,154	2,008	91,146	28
10,497	<sup>1</sup>	<sup>1</sup>	22,735	<sup>1</sup>	<sup>1</sup>	26,298	<sup>1</sup>	<sup>1</sup>	29
10,827	2,160	8,667	11,532	2,825	8,708	10,056	1,793	8,263	30
9,352	2,538	6,814	24,260	6,521	17,740	28,954	8,217	20,737	31
2,947	1,528	1,419	8,899	3,205	5,695	15,226	3,085	12,140	32
37,759	9,447	28,312	44,706	<sup>1</sup>	<sup>1</sup>	24,842	4,486	20,356	33
53,401	26,143	27,258	61,436	30,286	31,150	50,377	5,707	44,670	34
21,086	5,018	16,068	49,938	5,558	44,380	52,058	10,702	41,356	35
32,560	506	32,053	43,752	1,689	42,063	54,721	9,763	44,958	36
5,461	—	5,461	2,679	<sup>1</sup>	<sup>1</sup>	29,360	<sup>1</sup>	<sup>1</sup>	37
19,428	2,006	17,422	29,192	5,415	23,777	44,840	11,900	32,941	38
6,926	2,585	4,342	8,313	4,809	3,503	14,898	5,979	8,919	39
134,505	5,425	129,079	163,481	6,476	157,005	197,520	35,230	162,290	40

TABLE 5. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
	thousands of dollars											
January .....	1,034,587	1,109,214	1,186,368	219,165	245,429	274,170	70,583	73,945	79,582			
February .....	996,656	1,028,235	1,109,148	212,553	231,975	242,886	73,022	73,426	78,350			
March .....	1,188,374	1,218,360	1,272,566	242,691	260,454	254,619	80,193	82,066	87,508			
April .....	1,260,238	1,289,829	1,374,542	228,250	250,492	262,996	81,872	86,704	89,212			
May .....	1,339,397	1,412,678	1,465,724	249,279	287,106	291,741	88,100	95,154	97,010			
June .....	1,287,943	1,297,028	1,409,393	249,734	256,004	268,581	90,091	90,599	96,240			
July .....	1,246,816	1,294,265	1,401,664	239,755	259,035	281,858	92,901	96,282	104,759			
August .....	1,292,576	1,284,343	1,319,712	260,384	270,897	270,141	101,057	98,075	103,029			
September .....	1,203,552	1,245,155	1,327,393	231,413	248,906	267,589	86,772	87,862	95,848			
October .....	1,240,254	1,347,568	1,457,297	242,794	273,061	303,407	90,704	101,250	103,891			
November .....	1,286,212	1,327,584	1,349,494	256,902	259,813	262,554	92,627	92,410	93,135			
December .....	1,449,836	1,590,082	1,610,256	261,491	282,710	306,704	133,567	141,950	148,945			
Annual totals	14,826,441	15,444,341	16,283,558	2,894,410	3,125,883	3,287,247	1,081,490	1,119,724	1,177,507			
	General stores			Department stores			Variety stores					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	39,184	41,313	44,071	77,837	84,893	89,292	15,100	16,644	17,476			
February .....	36,887	37,952	39,914	76,371	78,297	86,374	15,707	16,144	16,797			
March .....	43,022	43,866	43,777	93,653	99,701	102,011	19,345	21,394	23,428			
April .....	45,661	48,754	49,627	104,394	105,013	108,732	24,422	24,379	22,806			
May .....	53,448	57,755	56,064	107,601	111,996	117,494	22,790	26,702	27,463			
June .....	53,840	54,564	54,592	96,723	100,095	110,484	24,062	24,274	26,336			
July .....	52,742	55,245	57,686	83,559	89,209	97,043	23,675	24,921	26,469			
August .....	56,347	57,178	56,748	97,848	98,063	100,725	24,326	25,420	25,604			
September .....	50,098	52,854	53,843	110,993	119,181	127,262	22,296	24,550	26,469			
October .....	53,055	56,412	58,455	117,411	123,460	134,686	24,427	26,396	29,522			
November .....	52,126	55,476	52,714	143,865	147,377	152,983	28,012	28,498	28,974			
December .....	59,083	63,340	62,286	171,496	188,032	192,927	51,596	55,792	59,250			
Annual totals	595,493	624,709	629,776	1,281,750	1,345,317	1,420,016	295,759	315,112	330,594			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	174,806	180,792	184,841	71,076	75,922	84,218	18,221	19,117	21,330	13,224	14,486	14,771
February .....	181,728	171,056	196,823	62,657	72,296	78,415	13,945	13,706	14,357	10,916	11,010	11,334
March .....	237,643	222,367	246,785	72,441	78,652	83,796	17,550	17,868	17,909	15,443	16,503	15,831
April .....	270,445	251,948	284,550	76,347	83,822	91,568	19,103	18,219	18,203	19,021	18,639	17,455
May .....	272,112	254,054	279,136	83,093	91,946	95,138	18,646	19,607	20,589	17,683	19,287	19,352
June .....	242,002	232,967	269,766	83,219	87,956	94,998	20,422	19,308	21,348	18,028	17,663	17,844
July .....	226,257	215,965	237,736	88,096	97,758	105,381	16,350	17,421	18,351	15,018	15,960	16,133
August .....	205,317	178,945	193,758	87,631	93,939	98,510	17,542	16,563	16,744	16,819	16,794	15,630
September .....	184,720	167,639	182,348	78,371	85,122	93,254	17,084	16,980	17,812	17,208	17,932	18,460
October .....	168,230	181,149	204,957	80,297	92,032	98,589	19,776	20,664	22,946	20,513	22,019	23,730
November .....	165,013	177,603	180,201	78,226	87,184	89,827	23,581	23,486	23,578	22,942	23,486	22,572
December .....	155,174	179,098	152,511	77,791	90,090	89,888	33,149	34,631	36,716	30,915	32,780	32,706
Annual totals	2,483,446	2,413,581	2,613,412	939,245	1,036,718	1,103,580	235,368	237,572	249,862	217,729	226,558	225,818

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
	thousands of dollars											
January .....	16,432	18,619	19,409	8,258	9,868	10,100	16,697	18,192	18,347	24,198	26,666	26,052
February .....	14,032	14,002	14,977	6,688	6,950	7,058	15,596	16,268	17,406	23,171	23,649	26,035
March .....	19,239	21,220	20,874	9,804	10,874	10,780	19,932	20,350	20,282	27,842	28,262	30,726
April .....	22,859	22,226	22,712	12,425	12,590	12,877	23,542	24,870	25,300	31,281	34,330	37,325
May .....	22,924	24,396	25,296	12,340	13,912	15,356	28,599	30,836	31,130	45,239	47,114	45,456
June .....	21,816	20,748	21,970	13,001	12,614	13,867	28,494	28,916	31,113	46,076	49,017	52,888
July .....	19,344	19,981	21,396	11,229	12,058	13,003	27,410	28,538	29,806	48,822	51,408	55,000
August .....	20,485	19,266	18,350	11,633	11,743	11,360	27,672	27,954	28,418	48,645	47,578	48,694
September .....	20,822	21,694	22,528	11,454	12,449	14,055	26,958	28,738	29,576	45,060	49,187	48,775
October .....	22,252	24,159	26,168	10,957	12,281	14,370	27,987	30,000	32,083	46,398	50,650	47,703
November .....	23,688	23,553	23,219	12,278	13,802	14,058	26,641	27,627	26,772	41,594	43,224	41,993
December .....	33,082	35,082	36,283	16,194	17,132	18,155	32,840	35,546	36,183	29,482	30,556	31,641
Annual totals .....	256,977	264,946	273,181	136,262	146,272	155,039	302,366	317,836	326,416	457,809	481,640	492,287
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	40,469	44,194	47,356	38,297	41,027	42,228	48,992		44,240	47,596		
February .....	38,451	37,656	38,164	37,241	38,074	39,914	38,986	43,718	46,524			
March .....	43,200	44,240	41,343	42,553	43,748	44,618	33,198	31,258	36,952			
April .....	43,446	43,300	46,044	42,301	44,246	46,030	24,645	21,286	25,503			
May .....	47,854	47,685	48,665	45,925	48,093	48,874	16,618	16,657	16,390			
June .....	45,479	42,901	46,116	45,558	46,441	48,351	13,258	13,983	13,828			
July .....	44,414	43,679	45,728	49,032	50,103	52,759	12,825	11,968	11,272			
August .....	48,740	46,820	47,484	50,267	50,798	53,786	14,955	13,816	13,800			
September .....	50,948	51,016	51,264	45,725	46,469	49,912	19,823	19,818	21,049			
October .....	52,055	52,715	56,356	43,635	45,815	48,421	27,773	27,507	28,180			
November .....	55,076	51,813	53,263	43,366	43,894	45,384	32,588	31,991	36,310			
December .....	57,152	59,752	59,348	43,661	44,124	46,429	38,053	50,055	44,446			
Annual totals .....	567,284	565,772	581,132	527,563	542,833	566,707	321,714	326,298	341,850			
	Drug stores			Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	27,367	30,907	32,732	7,265	7,639	8,442	107,418	115,319	124,356			
February .....	26,212	28,491	30,330	7,938	7,438	8,012	104,556	106,128	115,481			
March .....	28,267	30,635	33,225	8,308	8,423	9,121	134,048	136,480	148,980			
April .....	28,019	30,785	32,026	9,123	8,842	8,508	153,083	159,384	173,068			
May .....	29,608	32,456	34,080	10,116	10,410	10,032	167,421	177,510	186,358			
June .....	28,451	30,094	32,220	10,023	10,218	10,901	157,668	158,667	177,949			
July .....	28,940	31,061	33,454	9,217	9,233	9,789	157,228	164,440	184,041			
August .....	29,653	30,966	32,277	10,522	10,260	10,064	162,732	169,270	174,588			
September .....	28,916	31,094	32,789	9,422	9,930	10,106	145,468	153,734	164,454			
October .....	33,252	33,442	35,798	9,012	9,869	10,328	149,727	164,687	177,707			
November .....	29,453	30,210	31,361	11,850	11,312	11,167	146,384	154,824	159,430			
December .....	39,443	42,590	44,772	28,112	29,547	30,001	157,554	177,275	181,065			
Annual totals .....	357,579	382,731	405,063	130,908	133,120	136,573	1,743,288	1,837,717	1,967,476			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
thousands of dollars												
January .....	79,343	86,260	91,724	20,345	22,630	25,001	5,886	6,316	6,664			
February .....	79,218	81,251	86,492	19,928	21,462	23,236	6,195	5,967	6,089			
March .....	95,708	98,057	101,315	22,855	23,224	24,229	6,670	6,856	7,010			
April .....	104,074	106,737	111,216	21,334	22,762	24,397	6,703	7,276	7,532			
May .....	113,461	119,709	123,173	23,494	26,437	27,272	7,468	7,825	7,745			
June .....	111,209	111,243	119,150	23,187	23,580	25,292	7,936	7,698	8,091			
July .....	107,429	111,487	121,961	23,526	24,866	27,634	8,610	8,488	9,402			
August .....	111,320	111,011	115,339	24,845	25,798	26,907	9,249	9,096	9,180			
September .....	100,864	104,682	112,417	22,356	23,712	25,514	7,217	7,475	8,019			
October .....	100,386	110,652	122,723	22,422	25,106	28,039	7,415	7,644	8,198			
November .....	106,086	110,014	113,102	23,664	24,631	24,773	7,318	7,020	7,295			
December .....	124,771	138,988	143,027	24,356	27,449	29,258	10,105	10,554	11,292			
Annual totals .....	1,233,870	1,290,091	1,361,640	272,314	291,635	311,552	90,770	92,215	96,518			
General stores			Department stores			Variety stores						
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	8,857	9,546	10,132	5,172	5,390	5,607	1,300	1,486	1,612			
February .....	8,379	8,834	9,056	5,250	5,670	5,712	1,478	1,541	1,578			
March .....	9,755	10,229	9,958	6,712	6,994	7,107	1,871	2,112	2,416			
April .....	10,023	10,863	10,888	8,235	8,433	8,412	2,466	2,452	2,289			
May .....	12,460	13,234	12,772	8,494	9,029	9,222	2,297	2,636	2,822			
June .....	12,092	11,982	12,334	7,469	7,962	8,491	2,428	2,470	2,728			
July .....	11,808	12,310	12,792	6,216	6,453	7,226	2,483	2,518	2,823			
August .....	12,168	12,223	12,882	6,856	7,013	7,155	2,533	2,669	2,915			
September .....	10,965	11,573	12,136	7,187	7,762	8,159	2,295	2,504	2,884			
October .....	11,428	12,181	13,246	8,404	9,262	9,535	2,374	2,709	3,125			
November .....	11,685	11,883	11,975	10,868	11,075	11,746	3,118	3,136	3,238			
December .....	14,025	14,404	14,650	13,167	14,286	14,315	5,777	6,343	7,080			
Annual totals .....	133,646	139,256	142,819	94,031	99,328	102,688	30,420	32,576	35,509			
Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores			
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	11,259	12,972	13,070	5,363	5,592	6,437	912	894	964	1,846	1,942	2,027
February .....	13,089	12,374	14,025	4,605	5,247	5,843	805	855	769	1,573	1,567	1,540
March .....	18,656	18,641	20,068	5,529	6,191	6,519	904	945	898	2,058	2,245	2,146
April .....	23,918	22,837	25,460	5,593	6,327	6,772	1,083	1,037	903	2,687	2,729	2,414
May .....	25,866	23,614	25,957	6,581	7,316	7,663	988	1,159	1,065	2,736	2,904	2,898
June .....	22,848	22,276	24,839	6,668	7,218	7,977	1,073	1,143	1,095	2,832	2,782	2,730
July .....	20,606	20,661	23,175	7,440	8,234	9,704	960	1,029	982	2,199	2,372	2,446
August .....	18,462	17,603	17,952	7,634	8,305	9,426	1,044	1,060	1,011	2,377	2,363	2,361
September .....	16,884	15,803	17,365	6,371	7,188	8,627	906	966	915	2,307	2,363	2,514
October .....	14,043	15,728	19,023	6,108	7,325	8,594	985	1,104	1,152	2,732	3,145	3,485
November .....	13,751	14,768	15,890	6,171	7,184	7,764	1,218	1,248	1,189	3,210	3,274	3,091
December .....	12,932	14,314	13,763	5,565	7,156	7,864	2,182	2,316	2,327	5,320	5,365	5,335
Annual totals .....	212,314	211,592	230,588	73,628	83,284	93,192	13,058	13,757	13,270	31,875	33,052	32,987

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Atlantic Provinces—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January .....	702	705	768	513	601	544	1,091	1,137	1,068	968	853	894
February .....	618	546	598	480	488	434	953	949	931	844	867	886
March .....	808	785	775	646	734	650	1,116	1,176	1,176	1,056	1,003	1,017
April .....	1,050	917	856	893	907	816	1,352	1,437	1,438	1,107	1,128	1,136
May .....	1,083	1,048	1,052	922	1,016	999	1,842	1,837	1,872	1,612	1,577	1,615
June .....	1,008	947	907	1,005	1,001	950	1,912	1,849	1,951	1,895	1,720	1,965
July .....	941	834	867	819	857	903	1,995	1,967	1,939	1,897	1,830	2,051
August .....	995	828	846	880	846	802	1,995	1,762	1,849	1,917	1,736	1,966
September .....	1,042	873	961	851	927	934	1,945	1,876	1,990	1,846	1,894	2,071
October .....	1,090	1,020	1,164	776	895	954	1,977	1,989	2,122	1,865	1,814	2,088
November .....	1,201	1,019	1,044	883	898	865	1,756	1,734	1,768	1,514	1,406	1,514
December .....	1,822	1,692	1,883	1,391	1,470	1,385	2,018	2,328	2,414	1,278	1,426	1,510
<b>Annual totals .....</b>	<b>12,361</b>	<b>11,214</b>	<b>11,721</b>	<b>10,059</b>	<b>10,640</b>	<b>10,237</b>	<b>19,953</b>	<b>20,038</b>	<b>20,518</b>	<b>17,800</b>	<b>17,253</b>	<b>18,713</b>
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	2,317	2,796	2,425	1,758	1,784	1,847	2,721	1,891	2,157			
February .....	2,600	2,588	2,289	1,711	1,673	1,697	2,281	1,848	2,176			
March .....	3,026	3,094	2,645	1,999	1,993	2,037	1,857	1,661	1,840			
April .....	2,976	3,002	2,793	1,945	2,046	2,032	1,527	1,109	1,236			
May .....	3,240	3,639	3,531	2,018	2,151	2,265	1,012	917	862			
June .....	3,175	3,527	3,593	2,029	2,233	2,283	666	776	805			
July .....	3,192	3,112	3,286	2,608	2,660	2,788	721	715	605			
August .....	3,520	3,291	3,175	2,657	2,824	2,873	758	786	675			
September .....	3,735	3,763	3,683	2,167	2,290	2,423	1,234	1,322	1,307			
October .....	3,782	3,724	3,886	1,926	2,098	2,289	1,758	1,859	1,562			
November .....	3,645	3,830	3,653	1,860	1,924	2,087	1,909	1,824	1,626			
December .....	5,306	5,679	5,377	2,060	1,996	2,225	1,984	2,728	1,827			
<b>Annual totals .....</b>	<b>40,515</b>	<b>42,045</b>	<b>40,336</b>	<b>24,740</b>	<b>25,673</b>	<b>26,844</b>	<b>18,427</b>	<b>17,437</b>	<b>16,678</b>			
Drug stores				Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	1,948	2,164	2,352	415	514	574	5,971	7,046	7,579			
February .....	1,905	2,055	2,217	481	538	506	6,042	6,182	6,909			
March .....	2,068	2,207	2,477	518	592	585	7,604	7,381	7,761			
April .....	2,056	2,192	2,455	547	588	530	8,581	8,695	8,856			
May .....	2,123	2,294	2,504	658	726	699	8,567	10,351	10,357			
June .....	2,007	2,179	2,359	672	755	812	10,305	9,145	9,949			
July .....	2,091	2,256	2,461	788	761	734	8,527	9,565	10,141			
August .....	2,251	2,294	2,456	1,021	904	847	10,158	9,611	10,063			
September .....	2,060	2,223	2,375	739	767	737	8,757	9,402	9,806			
October .....	2,497	2,466	2,697	597	713	724	8,208	9,870	10,841			
November .....	2,218	2,166	2,287	808	874	821	9,287	10,117	10,476			
December .....	2,979	3,106	3,337	2,110	2,393	2,388	10,396	13,984	14,799			
<b>Annual totals .....</b>	<b>26,204</b>	<b>27,603</b>	<b>29,977</b>	<b>9,354</b>	<b>10,124</b>	<b>9,957</b>	<b>102,403</b>	<b>111,348</b>	<b>117,537</b>			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.





TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1957, 1958 and 1959 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January .....	4,275	4,739	4,897	1,978	2,207	2,320	3,212	3,342	3,364	4,221	4,686	4,419
February .....	3,950	3,821	4,140	1,613	1,758	1,807	3,050	3,267	3,467	4,670	4,349	4,952
March .....	5,733	6,611	6,131	2,613	2,998	2,912	3,968	4,237	4,040	6,222	6,281	6,508
April .....	6,844	6,506	6,600	3,410	3,567	3,809	5,016	5,354	5,154	7,145	6,705	7,565
May .....	6,630	6,994	7,105	3,359	3,732	4,404	6,028	7,197	7,501	9,097	9,612	9,671
June .....	6,472	6,346	6,520	3,733	3,645	3,892	5,719	6,437	6,957	8,269	8,983	9,250
July .....	5,307	5,743	6,066	2,930	3,287	3,499	5,887	6,783	6,976	9,256	10,103	10,074
August .....	6,110	5,842	5,418	3,084	3,176	3,187	5,834	6,193	5,972	8,673	9,324	8,682
September .....	5,875	6,099	6,062	2,933	3,278	3,756	5,580	6,605	7,165	7,971	9,088	8,646
October .....	5,828	6,395	6,632	2,816	3,227	3,934	6,055	7,040	8,042	8,417	9,355	9,136
November .....	6,207	6,177	5,993	3,360	3,924	4,220	5,531	5,832	6,108	7,579	8,215	8,460
December .....	7,794	8,611	8,502	4,744	4,862	5,160	5,850	6,546	6,593	5,390	5,905	5,380
Annual totals .....	71,026	73,883	74,066	36,574	39,660	42,899	61,730	68,832	71,350	86,910	92,608	92,744
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	10,449	12,704	13,466	9,656	10,658	10,805	14,620	12,917	14,397			
February .....	10,948	10,794	11,073	9,539	9,676	9,934	11,277	12,884	14,559			
March .....	11,919	12,574	12,776	10,716	10,989	11,059	9,833	9,097	11,162			
April .....	13,454	13,359	15,170	10,583	11,306	12,001	6,340	5,645	6,682			
May .....	16,430	14,660	15,763	11,840	12,349	12,819	4,462	4,473	3,499			
June .....	13,008	11,562	13,681	11,822	12,090	12,820	3,228	3,667	3,342			
July .....	12,512	11,676	13,416	12,250	12,172	13,094	3,201	3,119	2,613			
August .....	13,326	13,148	14,074	12,688	13,165	14,204	3,859	3,178	3,306			
September .....	14,151	13,885	14,114	12,167	12,242	13,740	5,105	4,967	5,480			
October .....	14,753	15,364	17,686	11,586	12,211	13,441	7,181	7,180	7,529			
November .....	15,408	14,485	15,439	11,553	11,946	12,263	8,656	8,607	10,322			
December .....	15,339	15,615	16,391	11,762	11,795	12,676	11,307	14,782	13,347			
Annual totals .....	161,698	159,826	173,050	136,162	140,599	148,857	89,069	90,515	96,236			
Drug stores				Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	5,906	6,814	7,389	1,509	1,539	1,553	22,111	23,757	25,751			
February .....	5,620	6,396	6,821	1,634	1,680	1,739	22,178	22,316	24,415			
March .....	6,003	6,721	7,637	1,817	2,009	2,248	28,250	29,343	30,837			
April .....	6,028	6,728	7,357	2,371	2,336	1,994	30,763	31,646	32,446			
May .....	6,220	6,923	7,219	2,255	2,260	2,190	35,015	39,437	43,197			
June .....	5,869	6,519	7,118	2,010	2,215	2,310	32,126	34,428	35,882			
July .....	6,094	6,674	7,408	1,760	1,748	1,889	32,029	34,997	38,331			
August .....	6,002	6,490	7,030	1,952	1,985	2,034	33,426	35,165	37,146			
September .....	6,191	6,723	7,257	1,852	2,030	2,213	31,892	34,830	36,300			
October .....	7,179	7,005	7,600	1,902	1,873	2,032	33,973	37,074	39,336			
November .....	6,167	6,426	7,065	2,219	2,032	2,219	35,342	36,832	39,508			
December .....	7,394	8,306	8,941	5,467	5,846	6,169	39,502	41,776	44,358			
Annual totals .....	74,673	81,725	88,840	26,749	27,553	28,590	376,606	401,603	427,506			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Ontario—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages		
	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars									
January .....	412,722	437,812	472,565	86,628	97,879	108,354	26,782	28,815	31,885
February .....	389,657	402,299	427,618	83,705	92,068	93,541	28,642	29,229	31,062
March .....	456,134	471,821	483,031	96,314	103,400	97,173	32,180	32,858	34,309
April .....	469,943	486,982	516,594	89,626	98,729	100,764	32,187	34,097	34,538
May .....	500,842	538,399	558,822	97,699	113,618	111,850	35,883	40,094	40,625
June .....	488,538	497,279	541,189	98,698	101,602	102,462	37,143	36,852	39,600
July .....	477,426	498,764	538,557	93,283	100,970	107,489	38,290	38,934	43,255
August .....	484,206	481,849	482,824	101,001	105,941	101,380	41,640	40,113	43,589
September .....	456,831	468,060	495,874	89,619	96,743	101,714	34,634	34,641	38,516
October .....	469,547	518,508	557,627	95,612	108,313	119,058	34,800	44,644	41,690
November .....	497,744	512,751	520,302	101,695	101,702	100,138	36,475	37,038	37,181
December .....	559,838	619,922	623,393	102,223	109,708	116,147	52,217	56,913	60,773
Annual totals .....	5,663,428	5,934,446	6,218,395	1,136,103	1,230,673	1,260,069	430,874	454,228	477,023
General stores			Department stores			Variety stores			
	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	7,783	8,501	9,065	25,983	27,698	30,440	7,198	7,818	8,207
February .....	7,406	7,603	7,937	25,962	26,040	28,566	7,379	7,574	7,710
March .....	8,309	8,695	8,327	30,304	32,970	33,894	8,916	9,966	10,595
April .....	8,976	9,729	9,432	34,570	35,331	36,497	11,117	11,156	10,409
May .....	10,264	11,452	10,859	35,013	36,273	39,647	10,253	12,043	12,050
June .....	10,549	10,535	10,474	32,236	33,075	36,746	11,024	11,043	12,012
July .....	11,175	11,271	11,752	26,747	28,833	31,111	11,318	11,766	12,240
August .....	11,438	11,840	11,201	31,011	31,352	30,757	11,192	11,842	11,269
September .....	9,263	9,993	9,814	37,342	39,172	42,697	10,517	11,540	12,136
October .....	9,756	10,366	10,531	39,370	41,693	46,821	11,548	12,376	13,660
November .....	9,521	9,929	9,250	50,493	51,251	54,736	13,453	13,518	13,620
December .....	10,550	11,298	10,769	59,061	65,440	68,516	24,425	26,901	27,261
Annual totals .....	114,990	121,211	119,410	428,093	449,128	480,426	138,341	147,544	151,168
Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores
	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	69,344	69,043	72,238	31,811	33,344	35,819	8,119	8,399	9,263
February .....	66,178	61,990	69,414	27,748	32,383	34,639	5,996	5,926	6,182
March .....	85,206	80,780	87,926	32,368	34,868	35,891	7,179	7,445	7,370
April .....	88,370	85,479	101,033	33,347	35,961	38,046	7,577	7,105	7,263
May .....	90,366	89,848	101,458	35,649	38,774	40,042	7,458	7,809	8,251
June .....	80,664	83,095	99,176	36,330	37,420	40,052	8,268	7,838	8,501
July .....	78,956	78,695	86,865	38,490	42,545	44,774	6,770	7,347	7,424
August .....	68,876	60,893	64,692	37,472	38,595	39,872	6,658	6,251	5,802
September .....	63,785	57,819	62,669	33,668	35,195	38,224	7,207	7,054	7,607
October .....	56,626	66,331	75,896	34,948	38,260	40,068	7,994	8,551	9,434
November .....	58,652	70,133	68,154	33,701	36,004	37,168	10,079	9,823	9,821
December .....	55,980	67,234	54,906	34,321	39,556	38,872	14,148	15,001	15,544
Annual totals .....	863,002	871,339	944,426	409,853	442,908	464,468	97,452	98,547	102,462
								63,185	65,891
									66,487

Note: Any slight differences between the totals and their components are due to the rounding of figures.

TABLE 5, Ontario — Estimated Retail Trade — by Kinds of Business and Months, 1957, 1958 and 1959 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January .....	7,017	8,041	8,492	4,076	4,992	4,909	6,207	6,558	6,716	9,162	10,160	9,661
February .....	5,878	5,831	6,371	3,239	3,256	3,210	5,797	5,560	5,623	8,482	8,193	9,088
March .....	7,965	8,841	8,626	4,586	5,135	4,904	7,174	7,034	6,652	9,540	9,740	10,222
April .....	7,176	8,930	9,254	5,664	5,686	5,613	8,046	8,264	7,761	10,821	12,352	12,790
May .....	9,370	9,825	10,890	5,467	6,186	6,979	10,307	10,793	10,829	16,996	17,197	15,812
June .....	9,141	8,493	9,173	5,930	5,751	6,450	10,300	9,867	10,632	15,869	17,243	18,513
July .....	8,267	8,445	9,061	5,229	5,615	5,929	9,777	9,646	10,015	16,980	18,064	18,709
August .....	8,056	7,616	7,052	5,299	5,438	4,857	9,311	9,211	9,416	16,737	15,929	15,708
September .....	8,741	9,164	9,701	5,441	5,859	6,605	9,528	9,426	9,225	15,409	15,682	15,367
October .....	9,277	10,265	11,557	5,037	5,787	6,607	9,322	9,506	10,165	16,318	16,565	15,728
November .....	10,173	10,118	10,286	5,874	6,650	6,638	8,958	8,611	8,515	15,384	14,927	14,732
December .....	15,111	15,880	16,688	7,485	8,183	8,460	11,416	11,918	12,086	11,217	10,547	11,278
Annual totals .....	108,171	111,451	117,150	63,327	68,539	71,161	106,143	106,395	107,635	162,916	166,598	167,609
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	17,022	16,341	18,943	15,495	16,784	17,883	23,671	23,226	23,929			
February .....	14,987	13,366	13,872	15,236	15,553	16,847	19,100	23,626	23,625			
March .....	17,736	17,474	15,247	17,187	18,135	18,858	16,804	15,915	18,968			
April .....	16,863	16,367	16,140	16,915	17,818	18,443	13,648	11,372	13,902			
May .....	18,255	18,467	17,885	18,453	19,893	20,466	9,029	9,083	9,044			
June .....	18,674	17,161	17,411	17,980	18,546	19,524	7,734	7,766	7,525			
July .....	18,370	18,603	17,977	19,017	19,806	21,353	7,250	6,583	6,463			
August .....	19,751	18,195	17,368	19,683	19,814	21,202	8,511	8,263	8,146			
September .....	20,913	20,109	19,539	18,002	18,487	20,157	10,799	10,470	11,112			
October .....	20,634	20,243	20,873	17,375	18,199	19,321	14,337	14,276	14,516			
November .....	21,968	19,793	21,678	17,420	17,636	18,518	17,181	16,115	18,262			
December .....	21,846	23,117	23,043	17,206	17,682	18,906	19,142	25,504	23,049			
Annual totals .....	227,018	219,236	219,975	209,966	218,352	231,481	167,206	172,199	178,541			
Drug stores				Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	11,731	13,210	14,136	3,296	3,362	4,036	47,586	49,143	54,312			
February .....	11,150	11,965	12,851	3,819	3,227	3,710	45,856	45,543	49,927			
March .....	12,080	12,989	14,011	3,747	3,602	4,028	54,141	57,146	61,398			
April .....	11,852	12,803	13,268	3,806	3,604	3,772	62,090	66,876	72,520			
May .....	12,595	13,795	14,621	4,482	4,673	4,569	68,514	73,174	77,486			
June .....	12,240	12,703	13,798	4,355	4,395	4,976	66,532	69,168	79,160			
July .....	12,383	13,154	14,328	4,040	4,111	4,592	66,881	69,897	80,781			
August .....	12,399	12,822	13,624	4,528	4,445	4,493	65,814	68,515	68,246			
September .....	12,252	12,980	13,895	4,196	4,355	4,568	60,203	64,049	66,664			
October .....	13,924	13,956	15,266	4,009	4,518	4,842	62,652	68,687	73,681			
November .....	12,619	12,799	13,369	5,469	5,118	5,121	61,732	64,879	66,261			
December .....	17,254	18,400	19,519	12,538	13,034	13,547	64,021	73,111	73,529			
Annual totals .....	152,479	161,576	172,685	58,286	58,444	62,253	726,021	770,187	823,966			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Manitoba - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
	thousands of dollars											
January .....	47,963	52,135	57,065	8,703	9,834	10,359	2,203	2,462	2,465			
February .....	46,326	48,642	52,384	8,559	9,616	9,338	2,352	2,434	2,477			
March .....	57,476	59,951	62,856	9,936	10,498	9,763	2,590	2,683	2,864			
April .....	62,010	63,651	68,984	9,185	9,879	9,676	2,757	2,883	2,938			
May .....	66,438	68,085	71,471	10,017	11,571	10,992	2,678	2,878	2,978			
June .....	62,860	63,387	71,248	10,308	9,979	10,472	2,893	2,864	2,801			
July .....	62,185	63,930	71,926	9,608	10,237	11,190	2,794	2,904	2,898			
August .....	64,465	64,674	70,420	10,910	10,752	11,046	3,102	3,079	2,927			
September .....	60,245	62,753	69,499	9,630	9,869	10,916	2,742	2,887	2,869			
October .....	62,154	65,748	73,334	10,086	10,640	12,442	3,007	3,120	3,070			
November .....	63,390	64,545	66,720	10,611	10,164	10,353	3,047	2,952	2,725			
December .....	70,307	76,102	76,987	10,589	10,970	12,038	5,272	5,541	5,388			
Annual totals .....	725,819	753,603	812,894	118,144	124,009	128,587	35,436	36,687	36,399			
	General stores			Department stores			Variety stores					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	3,420	3,218	3,756	6,905	7,519	7,940	351	434	460			
February .....	3,432	2,998	3,266	6,521	7,036	8,092	360	394	431			
March .....	3,984	3,519	3,635	8,399	8,894	9,010	456	540	597			
April .....	3,957	3,637	4,042	9,351	9,080	9,325	614	618	576			
May .....	4,224	3,975	3,886	9,486	9,486	10,103	579	691	658			
June .....	4,416	4,093	4,305	8,330	8,563	10,036	573	589	647			
July .....	4,162	4,370	4,798	7,852	8,669	9,605	597	604	656			
August .....	4,324	4,105	4,073	8,270	8,832	9,344	587	604	712			
September .....	3,978	3,981	4,150	9,930	10,486	11,451	544	572	683			
October .....	4,171	4,052	4,459	10,038	10,088	11,702	629	684	795			
November .....	4,505	4,408	4,412	12,727	12,778	13,801	704	717	779			
December .....	5,374	5,670	5,547	14,234	15,500	15,655	1,090	1,324	1,563			
Annual totals .....	49,948	48,026	50,327	112,043	116,933	126,064	7,284	7,772	8,556			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	7,549	8,286	8,782	2,251	2,281	3,165	535	465	511	562	747	958
February .....	8,039	7,841	8,998	2,044	2,379	2,992	425	326	359	432	537	626
March .....	10,991	11,170	13,025	2,201	2,781	3,159	549	464	438	605	774	802
April .....	13,620	13,141	14,632	2,377	2,444	3,035	618	493	481	712	885	922
May .....	13,027	13,205	14,857	2,663	2,822	3,181	610	530	513	680	944	1,004
June .....	11,734	11,842	13,889	2,475	2,470	3,087	616	484	536	727	869	1,006
July .....	11,166	10,362	11,699	2,677	2,821	3,508	504	388	411	662	782	903
August .....	10,282	9,855	10,963	2,570	2,550	3,138	483	388	386	680	818	858
September .....	9,048	8,347	9,644	2,526	2,668	3,483	544	472	477	730	864	943
October .....	8,472	9,693	9,971	2,798	2,934	3,814	658	544	557	803	1,062	1,257
November .....	7,674	7,758	8,563	2,600	2,809	3,063	786	579	550	892	1,156	1,109
December .....	6,967	8,186	7,648	2,671	3,078	3,026	1,001	804	779	1,190	1,510	1,517
Annual totals .....	118,571	119,686	132,670	29,853	32,038	38,651	7,329	5,939	5,997	8,676	10,950	11,906

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Manitoba—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January .....	378	548	563	191	227	242	1,025	1,023	1,051	2,175	2,434	2,641
February .....	314	423	421	131	136	152	932	945	1,048	2,030	2,371	2,434
March .....	423	609	556	234	269	250	1,206	1,164	1,216	2,176	2,407	2,644
April .....	532	704	684	346	320	341	1,363	1,513	1,546	2,064	2,772	3,192
May .....	577	761	748	357	382	380	1,728	1,812	1,760	3,690	4,447	4,286
June .....	489	620	607	319	303	355	1,784	1,797	1,840	3,882	5,028	5,173
July .....	459	573	557	277	264	292	1,581	1,770	1,755	4,363	4,912	5,768
August .....	501	617	566	279	260	289	1,709	1,733	1,704	4,384	4,778	5,214
September .....	511	679	664	306	331	372	1,640	1,773	1,811	4,132	5,330	5,269
October .....	566	810	764	297	324	372	1,702	1,768	1,873	4,685	5,221	4,540
November .....	561	654	617	310	312	282	1,635	1,747	1,609	3,726	4,006	3,892
December .....	684	954	932	294	277	342	2,230	2,388	2,394	2,596	2,673	2,953
Annual totals .....	5,996	7,951	7,678	3,342	3,405	3,670	18,536	19,434	19,605	39,902	46,380	48,007
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	1,726	2,008	2,145	1,757	1,932	2,024	1,646	1,586	2,219			
February .....	1,701	1,726	1,820	1,727	1,902	2,020	1,270	1,497	1,817			
March .....	1,764	1,965	1,899	1,946	2,066	2,063	925	974	1,222			
April .....	1,871	1,846	1,877	2,028	2,131	2,305	578	598	869			
May .....	1,603	1,757	1,813	2,033	2,112	2,137	263	398	660			
June .....	1,790	1,700	1,833	2,106	2,139	2,277	182	241	322			
July .....	1,646	1,819	1,782	2,481	2,515	2,629	175	213	285			
August .....	1,875	1,931	2,043	2,562	2,702	2,884	234	271	266			
September .....	1,959	2,311	2,451	2,270	2,456	2,911	671	640	695			
October .....	2,126	2,209	2,570	2,261	2,374	2,574	890	930	1,283			
November .....	2,085	2,057	2,060	2,144	2,171	2,294	1,088	1,251	1,739			
December .....	2,226	2,457	2,396	2,148	2,204	2,375	1,326	1,950	1,517			
Annual totals .....	22,371	23,786	24,689	25,464	26,705	28,492	9,247	10,551	12,894			
Drug stores				Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	1,320	1,505	1,555	314	346	338	4,952	5,278	5,893			
February .....	1,286	1,367	1,501	308	334	307	4,464	4,380	4,283			
March .....	1,353	1,492	1,618	356	388	338	7,380	7,293	7,758			
April .....	1,396	1,611	1,675	370	389	330	8,271	8,708	10,540			
May .....	1,450	1,613	1,707	448	506	443	10,325	8,195	9,366			
June .....	1,383	1,477	1,582	468	509	460	8,386	7,816	10,019			
July .....	1,407	1,461	1,589	406	427	381	9,368	8,838	11,219			
August .....	1,519	1,585	1,627	467	508	429	9,726	9,305	11,951			
September .....	1,406	1,584	1,692	432	510	455	7,246	6,993	8,564			
October .....	1,563	1,616	1,794	392	500	460	7,008	7,180	9,036			
November .....	1,397	1,432	1,470	557	586	487	6,339	7,007	6,916			
December .....	1,937	2,116	2,291	1,209	1,343	1,208	7,071	7,154	7,417			
Annual totals .....	17,416	18,859	20,100	5,727	6,345	5,634	90,536	88,148	102,963			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1957, 1958 and 1959 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages		
	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars									
January .....	52,792	59,961	62,108	8,143	9,183	10,293	2,169	2,420	2,503
February .....	51,260	55,204	61,755	8,116	8,892	9,505	2,256	2,330	2,431
March .....	63,958	66,667	75,251	9,479	10,298	9,629	2,554	2,673	2,867
April .....	72,978	81,003	88,157	8,539	9,574	10,378	2,591	2,821	2,699
May .....	80,234	83,045	83,250	9,454	10,604	10,567	2,600	2,891	2,978
June .....	78,811	79,496	85,153	9,684	9,734	10,408	2,931	3,048	3,048
July .....	75,084	78,653	84,213	8,978	9,633	10,330	2,812	3,008	3,139
August .....	82,137	84,471	86,563	10,535	10,594	10,341	3,009	3,206	3,055
September .....	70,793	77,558	79,444	9,043	9,636	10,422	2,523	2,819	2,834
October .....	75,366	81,788	84,601	9,660	10,240	11,548	2,958	3,192	3,187
November .....	72,744	77,807	74,200	10,389	10,246	9,938	2,917	3,061	2,874
December .....	78,596	87,865	86,190	10,213	10,972	11,675	4,980	5,368	5,527
Annual totals .....	854,751	913,517	950,884	112,232	119,606	125,033	34,299	36,837	37,142
General stores			Department stores			Variety stores			
	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	5,116	5,418	5,690	3,958	4,243	4,417	540	584	599
February .....	4,724	5,168	5,276	3,835	4,181	4,473	591	618	667
March .....	5,869	6,274	6,382	4,798	5,091	5,437	711	743	879
April .....	6,615	7,448	7,857	5,264	5,328	5,520	853	940	840
May .....	8,222	8,507	8,187	5,316	5,449	5,564	770	913	880
June .....	7,664	7,719	7,808	4,902	5,108	5,618	823	854	907
July .....	7,363	7,636	7,940	3,999	4,363	4,611	781	841	863
August .....	8,858	8,713	8,625	5,064	4,862	5,100	827	855	859
September .....	7,655	7,426	7,479	5,099	5,960	5,942	718	861	854
October .....	7,868	8,033	7,900	6,666	6,426	6,805	818	945	980
November .....	7,463	7,964	6,966	6,917	7,408	6,912	980	1,013	982
December .....	7,871	8,291	7,904	8,183	9,075	8,676	1,738	1,824	1,959
Annual totals .....	85,289	88,597	88,012	64,002	67,493	69,075	10,149	10,991	11,269
Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores
	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	10,589	12,117	11,946	3,691	4,465	4,698	638	709	859
February .....	10,918	11,237	14,616	3,192	3,539	4,016	542	555	660
March .....	14,793	15,374	20,293	3,976	4,646	5,068	632	620	811
April .....	19,531	21,591	24,958	4,762	5,730	6,107	734	704	816
May .....	19,876	18,965	20,502	5,587	6,591	6,363	650	717	811
June .....	18,699	18,416	20,337	5,493	5,993	6,472	762	694	859
July .....	16,382	16,148	18,307	6,081	7,007	7,335	528	520	658
August .....	15,519	15,376	17,260	5,596	7,046	6,491	609	562	630
September .....	13,398	14,685	15,206	4,995	5,594	5,549	592	649	791
October .....	12,948	13,838	15,520	4,966	6,320	6,357	815	780	1,030
November .....	12,074	12,681	13,722	4,654	6,086	5,800	878	971	1,005
December .....	12,230	14,983	13,483	4,373	5,578	5,200	1,302	1,323	1,567
Annual totals .....	176,956	185,411	206,149	57,366	68,593	69,456	8,683	8,803	10,497
									10,363
									10,702
									10,827

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January .....	538	635	697	182	202	175	1,557	2,090	2,104	2,157	2,496	2,417
February .....	422	401	494	160	132	128	1,466	1,712	2,202	2,040	2,027	2,104
March .....	559	563	748	248	206	247	2,027	2,190	2,419	1,988	2,021	2,444
April .....	763	762	831	346	301	274	2,422	2,999	3,340	2,158	2,884	3,374
May .....	709	782	868	362	349	309	2,778	3,082	3,045	4,492	4,816	4,297
June .....	672	622	747	335	264	261	2,896	3,038	3,358	5,928	6,005	6,100
July .....	565	590	678	269	241	243	2,628	2,889	3,246	6,514	6,237	6,313
August .....	608	560	636	291	244	233	2,857	3,056	3,256	6,715	5,928	6,419
September .....	604	654	783	293	274	266	2,588	3,106	3,259	6,030	6,313	6,049
October .....	773	876	996	346	278	307	2,978	3,338	3,591	5,780	6,511	5,804
November .....	734	736	734	312	292	223	3,165	3,707	3,148	4,804	5,305	4,872
December .....	922	1,011	1,142	329	268	281	4,007	4,636	4,791	2,625	3,134	3,207
Annual totals .....	7,870	8,192	9,352	3,474	3,050	2,947	31,369	35,845	37,759	51,231	53,675	53,401
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	1,446	1,724	1,560	2,055	2,243	2,372	1,038	746	841			
February .....	1,454	1,544	1,382	2,007	2,162	2,502	852	791	738			
March .....	1,574	1,777	1,626	2,377	2,501	2,745	632	590	442			
April .....	1,368	1,601	1,764	2,438	2,640	2,820	411	319	322			
May .....	1,371	1,414	1,592	2,554	2,690	2,690	198	168	187			
June .....	1,482	1,410	1,404	2,648	2,643	2,796	154	155	199			
July .....	1,476	1,463	1,426	2,796	2,900	3,072	154	189	221			
August .....	1,893	1,871	1,948	2,900	2,920	3,064	215	189	221			
September .....	1,998	1,958	2,120	2,408	2,642	2,589	418	378	378			
October .....	2,154	2,296	2,174	2,462	2,728	2,738	771	538	583			
November .....	2,470	2,368	2,016	2,340	2,423	2,521	694	685	694			
December .....	2,270	2,366	2,074	2,339	2,450	2,650	749	764	634			
Annual totals .....	20,956	21,792	21,086	29,366	30,942	32,560	6,288	5,511	5,461			
Drug stores				Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	1,478	1,645	1,500	375	409	386	6,514	7,938	8,330			
February .....	1,446	1,488	1,441	407	370	380	6,345	7,561	8,169			
March .....	1,542	1,601	1,545	414	412	427	9,154	8,435	10,425			
April .....	1,522	1,654	1,549	443	442	441	11,337	12,365	13,381			
May .....	1,631	1,702	1,672	539	552	534	12,246	11,939	11,331			
June .....	1,544	1,575	1,470	603	578	586	10,576	10,711	11,838			
July .....	1,478	1,582	1,481	512	506	512	10,979	12,136	13,016			
August .....	1,892	1,828	1,667	543	536	514	13,439	15,398	15,486			
September .....	1,517	1,787	1,574	468	512	485	9,777	11,513	12,097			
October .....	1,912	1,940	1,743	480	534	530	9,789	11,773	11,490			
November .....	1,604	1,664	1,459	620	592	553	8,551	9,304	8,729			
December .....	2,254	2,490	2,328	1,582	1,582	1,577	9,346	10,426	10,213			
Annual totals .....	19,820	20,954	19,428	6,985	7,026	6,926	118,054	129,500	134,505			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
thousands of dollars												
January .....	81,827	90,885	95,073	13,377	15,526	18,275	4,080	3,869	4,438			
February .....	78,626	80,639	92,180	12,999	14,896	16,116	4,242	3,950	4,629			
March .....	97,479	96,310	110,471	15,065	17,372	17,813	4,919	4,622	5,628			
April .....	107,329	107,273	120,946	14,072	16,307	17,811	4,912	4,657	5,479			
May .....	108,727	116,539	118,799	15,487	19,100	20,225	4,701	4,491	5,256			
June .....	107,029	107,813	116,885	16,180	16,594	18,174	5,232	4,838	5,344			
July .....	99,885	105,214	113,501	15,602	17,748	20,047	5,136	4,853	5,571			
August .....	106,607	109,895	114,943	17,288	18,608	19,194	5,332	5,114	5,203			
September .....	100,386	106,219	115,416	15,318	17,174	19,184	4,627	4,412	4,948			
October .....	102,088	112,855	119,016	15,645	18,249	21,537	5,032	4,958	5,621			
November .....	102,784	111,357	107,844	16,417	17,738	18,623	5,127	4,892	5,039			
December .....	118,252	129,812	130,056	17,134	18,507	21,798	9,325	9,012	9,857			
Annual totals .....	1,211,019	1,274,812	1,355,130	184,581	207,818	228,797	62,665	59,666	67,014			
General stores			Department stores			Variety stores						
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	3,863	4,371	4,652	8,915	10,234	10,930	791	923	952			
February .....	3,752	4,044	4,200	7,857	8,705	10,690	835	894	946			
March .....	4,434	4,511	4,618	10,151	11,095	11,538	1,040	1,116	1,324			
April .....	4,446	5,040	5,361	11,355	11,241	12,264	1,372	1,297	1,272			
May .....	4,798	5,745	5,357	10,631	12,651	12,271	1,180	1,393	1,379			
June .....	5,029	5,302	5,128	10,188	11,625	12,636	1,253	1,269	1,401			
July .....	4,718	5,262	5,227	9,166	10,788	11,447	1,298	1,308	1,408			
August .....	5,243	5,423	5,313	11,271	11,710	12,764	1,210	1,277	1,441			
September .....	4,847	5,450	5,395	12,307	13,968	14,248	1,169	1,266	1,321			
October .....	4,914	5,204	5,437	13,250	13,833	14,594	1,363	1,420	1,537			
November .....	5,092	5,634	5,110	14,545	16,233	15,778	1,431	1,608	1,590			
December .....	5,946	6,478	6,312	18,364	20,715	20,342	2,783	2,942	3,318			
Annual totals .....	57,083	62,463	62,110	137,999	152,798	159,502	15,726	16,712	17,890			
Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores			
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	16,616	18,069	18,195	5,835	6,163	6,875	1,751	1,947	2,104	887	884	860
February .....	17,376	15,935	20,951	5,377	5,357	5,796	1,353	1,438	1,273	803	764	684
March .....	23,294	19,761	26,572	5,874	5,740	7,069	1,615	1,626	1,664	1,107	878	853
April .....	27,283	24,028	28,178	6,427	6,747	7,758	1,845	1,724	1,737	1,251	1,012	834
May .....	26,912	23,705	25,920	7,123	7,662	7,311	1,769	1,848	1,681	1,220	1,104	904
June .....	24,814	22,825	26,956	6,942	6,955	7,103	1,972	1,839	1,870	1,230	1,037	907
July .....	21,162	19,549	22,443	6,671	7,301	7,742	1,599	1,577	1,606	1,021	935	866
August .....	19,970	17,970	20,463	7,134	7,933	7,879	1,692	1,611	1,684	1,237	1,040	929
September .....	19,221	17,739	20,091	6,105	7,002	7,282	1,592	1,631	1,653	1,255	1,219	1,048
October .....	17,205	18,374	19,580	6,278	7,610	7,498	2,003	2,061	2,048	1,420	1,253	1,058
November .....	16,456	16,942	17,479	5,559	6,759	7,036	2,140	2,344	2,108	1,450	1,376	1,005
December .....	16,462	18,781	15,972	6,040	6,704	6,746	3,160	3,210	3,307	1,960	1,790	1,583
Annual totals .....	246,772	233,677	262,798	75,364	81,933	86,096	22,491	22,857	22,735	14,841	13,293	11,532

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1957, 1958 and 1959 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
	thousands of dollars											
January .....	1,507	1,848	1,717	478	535	600	2,284	2,624	2,577	2,979	3,358	3,160
February .....	1,279	1,375	1,367	413	364	472	2,187	2,425	2,719	2,813	2,792	3,099
March .....	1,657	1,763	1,931	612	501	724	2,951	2,818	3,136	3,150	2,816	3,353
April .....	2,052	2,142	2,116	749	663	736	3,443	3,436	3,906	3,714	3,536	4,605
May .....	1,983	2,319	2,163	756	794	828	3,660	3,903	3,958	4,814	4,940	5,471
June .....	1,885	1,779	1,968	698	615	732	3,653	3,790	4,171	5,569	5,880	6,728
July .....	1,590	1,681	1,904	658	612	780	3,435	3,426	3,672	5,606	6,080	7,021
August .....	1,831	1,768	1,824	703	633	793	3,700	3,937	4,119	5,977	5,876	6,650
September .....	1,710	1,849	1,935	655	613	734	3,542	3,784	3,889	5,550	6,424	6,683
October .....	1,990	2,129	2,289	727	685	853	3,748	4,133	4,028	4,986	6,674	5,948
November .....	2,128	2,098	1,936	640	681	675	3,512	3,947	3,589	4,969	5,473	4,593
December .....	2,919	2,949	3,110	773	715	971	4,452	4,858	4,942	3,592	3,694	4,126
<b>Annual totals .....</b>	<b>22,533</b>	<b>23,700</b>	<b>24,260</b>	<b>7,863</b>	<b>7,410</b>	<b>8,899</b>	<b>40,567</b>	<b>43,079</b>	<b>44,706</b>	<b>53,719</b>	<b>57,542</b>	<b>61,436</b>
	Furniture, appliance and radio dealers			Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	3,738	4,453	4,260	3,393	3,603	3,446	100	215	226			
February .....	3,547	4,130	4,105	3,163	3,274	3,217	72	200	272			
March .....	3,552	4,103	3,986	3,677	3,770	3,768	48	174	163			
April .....	3,307	3,510	4,402	3,652	3,960	4,105	44	125	127			
May .....	3,210	3,912	4,136	3,596	4,044	3,623	55	170	210			
June .....	3,391	3,681	3,808	3,699	4,025	3,804	74	209	237			
July .....	3,211	3,440	3,530	3,996	4,399	4,233	73	193	135			
August .....	3,793	4,297	4,320	3,770	3,889	3,917	62	103	126			
September .....	3,638	4,415	4,719	3,466	3,610	3,375	54	179	203			
October .....	3,846	4,405	4,298	3,454	3,786	3,394	119	295	344			
November .....	4,752	4,957	3,968	3,504	3,534	3,347	93	353	360			
December .....	4,644	4,950	4,406	3,535	3,544	3,524	86	330	275			
<b>Annual totals .....</b>	<b>44,629</b>	<b>50,252</b>	<b>49,938</b>	<b>42,906</b>	<b>45,437</b>	<b>43,752</b>	<b>880</b>	<b>2,544</b>	<b>2,679</b>			
	Drug stores			Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	2,121	2,387	2,273	454	480	515	8,658	9,396	9,017			
February .....	2,059	2,242	2,156	418	418	488	8,081	7,440	8,999			
March .....	2,227	2,390	2,359	465	490	530	11,642	10,765	13,443			
April .....	2,181	2,444	2,279	507	479	542	14,718	14,926	17,433			
May .....	2,298	2,550	2,516	533	550	611	14,001	15,658	14,980			
June .....	2,268	2,349	2,287	583	550	632	12,368	12,652	12,998			
July .....	2,332	2,523	2,482	506	527	582	12,106	13,010	12,807			
August .....	2,315	2,426	2,279	601	582	627	13,478	15,699	15,416			
September .....	2,348	2,453	2,312	530	578	598	12,451	12,454	15,798			
October .....	2,699	2,864	2,747	491	589	629	12,917	14,334	15,575			
November .....	2,241	2,396	2,170	725	735	751	12,000	13,659	12,685			
December .....	3,220	3,514	3,332	1,623	1,809	1,808	12,234	15,311	14,329			
<b>Annual totals .....</b>	<b>28,308</b>	<b>30,538</b>	<b>29,192</b>	<b>7,436</b>	<b>7,788</b>	<b>8,313</b>	<b>144,655</b>	<b>155,304</b>	<b>163,481</b>			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. British Columbia<sup>1</sup>—Estimated Retail Trade—by Kinds of Business and Months, 1957, 1958 and 1959 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverages					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
	thousands of dollars											
January .....	114,735	121,322	127,132	19,610	22,002	25,073	8,329	8,382	8,757			
February .....	109,657	113,627	118,438	18,954	20,503	22,177	8,453	8,328	8,476			
March .....	131,339	132,328	136,162	21,980	23,655	23,740	9,774	9,670	9,518			
April .....	140,897	133,889	141,021	21,102	22,988	24,444	9,845	10,044	9,841			
May .....	146,468	147,304	151,708	22,409	25,911	26,539	10,257	11,293	10,224			
June .....	139,822	132,517	147,494	23,016	23,686	24,891	10,670	10,426	10,199			
July .....	138,348	135,922	148,345	22,293	24,181	26,337	10,685	10,790	11,030			
August .....	144,312	137,179	140,518	24,615	25,229	25,530	11,840	11,316	10,956			
September .....	130,039	131,705	138,888	20,871	22,871	24,598	9,966	9,801	9,870			
October .....	132,008	138,993	147,162	21,561	24,310	26,536	10,341	10,255	10,721			
November .....	132,379	137,260	138,402	22,537	23,657	23,755	10,402	10,431	9,528			
December .....	156,137	169,176	171,787	23,105	25,781	28,267	17,244	18,245	18,503			
Annual totals .....	1,616,143	1,631,221	1,707,057	262,053	284,774	301,888	127,806	128,979	127,625			
	General stores			Department stores			Variety stores					
	1957	1958	1959	1957	1958	1959	1957	1958	1959			
January .....	3,809	3,609	3,944	13,866	16,002	15,986	815	907	1,071			
February .....	3,708	3,513	4,123	13,132	13,211	14,136	850	958	1,064			
March .....	4,321	4,168	4,219	16,039	16,664	17,248	1,002	1,133	1,372			
April .....	4,544	4,306	4,504	17,811	17,258	17,914	1,243	1,235	1,285			
May .....	5,113	5,469	5,309	18,465	18,871	19,683	1,171	1,431	1,456			
June .....	5,353	5,818	5,686	16,275	16,389	18,454	1,202	1,216	1,506			
July .....	5,068	5,216	5,551	16,200	15,682	17,987	1,242	1,236	1,497			
August .....	5,223	5,933	5,549	18,764	18,445	18,870	1,309	1,436	1,544			
September .....	4,610	4,964	4,926	19,067	21,069	22,796	1,208	1,412	1,600			
October .....	4,909	5,446	5,516	19,315	20,609	21,804	1,239	1,415	1,576			
November .....	4,412	5,654	5,179	23,087	23,744	24,575	1,452	1,586	1,634			
December .....	5,494	6,541	6,452	27,991	30,202	31,954	2,854	3,196	3,472			
Annual totals .....	56,565	60,638	60,958	220,022	228,147	241,406	15,587	17,160	19,073			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	23,761	24,301	23,366	6,406	6,863	7,264	1,930	2,150	2,579	955	1,021	919
February .....	24,343	24,432	24,557	5,993	6,879	6,911	1,553	1,626	1,586	535	523	421
March .....	29,549	27,932	29,210	6,977	7,308	6,941	1,626	1,677	1,662	672	640	561
April .....	34,923	26,694	29,159	7,500	8,066	8,241	1,676	1,716	1,731	794	748	607
May .....	34,169	28,780	31,608	7,617	7,956	8,326	1,912	2,193	2,141	866	923	707
June .....	30,595	25,777	31,274	7,580	8,180	8,510	1,935	1,912	2,154	874	800	715
July .....	29,932	27,180	29,986	7,853	8,602	8,886	1,696	1,858	2,000	963	905	786
August .....	28,130	23,376	25,905	7,909	8,087	7,756	2,129	2,009	1,830	1,121	1,103	959
September .....	24,111	20,706	22,884	7,084	7,526	7,358	1,760	1,888	1,977	962	1,107	953
October .....	22,161	23,047	24,261	7,178	8,500	8,029	2,065	2,024	2,230	1,158	1,072	955
November .....	20,711	21,638	21,470	6,982	7,633	7,324	2,414	2,570	2,487	1,069	1,141	1,000
December .....	20,476	22,913	20,123	6,713	7,618	7,608	3,529	3,871	3,931	1,504	1,688	1,474
Annual totals .....	322,862	296,776	313,804	85,790	93,217	93,154	24,224	25,494	26,298	11,472	11,673	10,056

<sup>1</sup> Includes Yukon and Northwest Territories.

**Note:** Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. British Columbia<sup>1</sup> — Estimated Retail Trade — by Kinds of Business and Months, 1957, 1958 and 1959 — Concluded

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
thousands of dollars												
January .....	2,015	2,102	2,274	840	1,104	1,309	1,320	1,419	1,458	2,535	2,678	2,858
February .....	1,570	1,606	1,585	652	818	854	1,210	1,409	1,415	2,291	3,050	3,472
March .....	2,093	2,048	2,109	865	1,030	1,094	1,490	1,732	1,643	3,710	3,995	4,537
April .....	2,442	2,264	2,371	1,016	1,145	1,288	1,900	1,868	2,156	4,272	4,954	4,662
May .....	2,571	2,667	2,471	1,118	1,454	1,457	2,255	2,212	2,165	4,537	4,525	4,304
June .....	2,148	1,940	2,049	980	1,035	1,227	2,230	2,137	2,204	4,664	4,157	5,159
July .....	2,214	2,116	2,263	1,048	1,183	1,357	2,106	2,056	2,202	4,206	4,182	5,064
August .....	2,383	2,033	2,008	1,097	1,146	1,199	2,267	2,061	2,102	4,243	4,008	4,055
September .....	2,340	2,376	2,423	974	1,166	1,388	2,136	2,169	2,238	4,122	4,456	4,690
October .....	2,729	2,664	2,765	958	1,084	1,342	2,204	2,227	2,262	4,347	4,510	4,458
November .....	2,683	2,752	2,610	898	1,046	1,155	2,083	2,049	2,034	3,618	3,892	3,929
December .....	3,830	3,985	4,026	1,178	1,357	1,556	2,866	2,872	2,963	2,786	3,176	3,188
Annual totals .....	29,019	28,555	28,954	11,625	13,568	13,226	24,069	24,213	24,842	45,331	47,584	50,377
Furniture, appliance and radio dealers				Restaurants			Fuel dealers					
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	3,772	4,168	4,556	4,183	4,023	3,851	5,197	3,658	3,826	3,826	3,826	3,826
February .....	3,214	3,508	3,622	3,857	3,835	3,697	4,134	2,873	3,337	3,337	3,337	3,337
March .....	3,628	3,253	3,165	4,651	4,294	4,090	3,100	2,848	3,155	3,155	3,155	3,155
April .....	3,607	3,616	3,898	4,741	4,345	4,324	2,097	2,119	2,365	2,365	2,365	2,365
May .....	3,745	3,836	3,946	5,420	4,855	4,874	1,600	1,448	1,928	1,928	1,928	1,928
June .....	3,958	3,860	4,386	5,274	4,765	4,847	1,221	1,169	1,399	1,399	1,399	1,399
July .....	4,007	3,566	4,311	5,885	5,651	5,590	1,251	956	949	949	949	949
August .....	4,581	4,087	4,556	6,008	5,486	5,643	1,315	1,025	1,060	1,060	1,060	1,060
September .....	4,554	4,575	4,638	5,245	4,741	4,716	1,541	1,863	1,874	1,874	1,874	1,874
October .....	4,761	4,475	4,869	4,570	4,419	4,664	2,717	2,429	2,364	2,364	2,364	2,364
November .....	4,749	4,324	4,449	4,514	4,260	4,354	2,967	3,156	3,306	3,306	3,306	3,306
December .....	5,521	5,567	5,662	4,611	4,453	4,072	3,459	3,997	3,797	3,797	3,797	3,797
Annual totals .....	50,097	48,835	52,058	58,960	55,125	54,721	30,597	27,541	29,360	29,360	29,360	29,360
Drug stores				Jewellery stores			Miscellaneous					
	1957	1958	1959	1957	1958	1959	1957	1958	1959	1957	1958	1959
January .....	2,864	3,183	3,527	903	991	1,041	11,626	12,760	13,473	13,473	13,473	13,473
February .....	2,746	2,978	3,344	871	871	881	11,591	12,704	12,780	12,780	12,780	12,780
March .....	2,994	3,234	3,578	991	930	964	15,878	16,116	17,357	17,357	17,357	17,357
April .....	2,984	3,353	3,444	1,079	1,004	899	17,324	16,167	17,892	17,892	17,892	17,892
May .....	3,290	3,579	3,842	1,200	1,144	1,086	18,753	18,756	19,641	19,641	19,641	19,641
June .....	3,140	3,291	3,605	1,332	1,214	1,126	17,375	14,746	18,102	18,102	18,102	18,102
July .....	3,156	3,412	3,705	1,204	1,152	1,100	17,340	15,998	17,745	17,745	17,745	17,745
August .....	3,276	3,522	3,596	1,410	1,300	1,121	16,690	15,577	16,279	16,279	16,279	16,279
September .....	3,141	3,345	3,683	1,205	1,178	1,050	15,141	14,494	15,226	15,226	15,226	15,226
October .....	3,477	3,593	3,950	1,140	1,142	1,110	15,179	15,770	17,748	17,748	17,748	17,748
November .....	3,206	3,326	3,541	1,452	1,375	1,216	13,133	13,027	14,856	14,856	14,856	14,856
December .....	4,406	4,660	5,026	3,584	3,540	3,303	14,985	15,513	16,421	16,421	16,421	16,421
Annual totals .....	38,679	41,476	44,840	16,371	15,840	14,898	185,013	181,627	197,520	197,520	197,520	197,520

<sup>1</sup> Includes Yukon and Northwest Territories.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 6. Estimated Retail Trade—Atlantic Provinces—by Kinds of Business, 1957, 1958 and 1959

Kind of business or store	Newfoundland			Prince Edward Island		
	1957	1958	1959	1957	1958	1959
	thousands of dollars					
<b>Totals, all trades</b> .....	<b>230,676</b>	<b>233,427</b>	<b>261,996</b>	<b>66,235</b>	<b>73,619</b>	<b>78,467</b>
Grocery and combination .....	45,680	46,419	55,244	11,165	12,234	12,599
Other food and beverage .....	18,365	18,404	19,681	4,108	4,465	4,861
General .....	58,992	61,898	64,376	10,813	11,907	12,395
Department .....	..	..	..	..	..	..
Variety .....	..	..	..	..	..	..
Motor vehicle .....	34,050	33,487	37,862	10,621	11,356	12,923
Garage and service station .....	..	..	..	..	..	..
Men's clothing .....	}	6,222	6,397	3,325	3,511	3,497
Family clothing .....						
Women's clothing .....						
Shoe .....	..	..	..	..	..	..
Hardware .....	..	..	..	..	..	..
Lumber and building material .....	..	..	..	..	..	..
Furniture, appliance and radio .....	..	..	..	..	..	..
Restaurant .....	..	..	..	..	..	..
Fuel .....	..	..	..	..	..	..
Drug .....	2,934	3,095	3,426	1,106	1,176	1,287
Jewellery .....	..	..	..	..	..	..
Miscellaneous .....	16,970	16,402	20,969	7,129	8,163	8,837
	Nova Scotia			New Brunswick		
<b>Totals, all trades</b> .....	<b>538,080</b>	<b>556,482</b>	<b>570,352</b>	<b>398,879</b>	<b>426,562</b>	<b>450,824</b>
Grocery and combination .....	128,861	131,734	138,075	86,607	101,269	105,634
Other food and beverage .....	40,024	39,982	40,957	28,274	29,365	31,019
General .....	32,112	33,155	33,474	31,728	32,297	32,574
Department .....	..	..	..	..	..	..
Variety .....	..	..	..	..	..	..
Motor vehicle .....	96,350	96,858	102,681	71,293	69,892	77,122
Garage and service station .....	28,960	32,523	35,874	35,041	38,589	43,317
Men's clothing .....	}	26,546	27,297	21,201	20,060	20,735
Family clothing .....						
Women's clothing .....						
Shoe .....	4,794	4,966	4,755	2,792	2,947	2,912
Hardware .....	8,396	8,508	8,432	9,010	8,882	9,298
Lumber and building material .....	9,751	10,335	10,874	4,194	4,455	5,186
Furniture, appliance and radio .....	22,131	20,605	17,293	13,456	15,890	17,018
Restaurant .....	11,500	11,903	12,152	9,440	9,674	10,045
Fuel .....	8,585	7,961	8,365	5,898	6,229	4,994
Drug .....	11,415	11,822	12,582	10,749	11,510	12,681
Jewellery .....	5,803	6,141	5,958	2,430	2,824	2,796
Miscellaneous .....	47,034	52,901	52,498	30,828	33,883	35,233

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



## **Current Retail Trade Statistics**

### **Kind-of-Business Descriptions**

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specialty food stores, government liquor stores, brewers' retail stores, wine stores, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed—cash and carry characteristics—popularly known as 5¢—\$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Service Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These are included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio stores include those stores selling mainly furniture or appliances and radio along with those stores selling a combination of furniture and appliances.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.



## SHOPPING CENTRES IN CANADA

(Retail Trade)

1959

This is the fourth in a series of annual surveys undertaken on the growth of retail merchandising in Canadian shopping centres. This survey was begun in order to fulfill a dual purpose: (1) to keep abreast of major new developments in retailing and (2) to provide an important instrument in the refinement of certain retail trade statistics presently being collected by the Dominion Bureau of Statistics.

## Definition

For the purpose of this survey, a shopping centre has been defined as follows:

"A group of stores which are planned, developed and designed as a unit. It must contain adjacent, common, off-street parking facilities for the benefit of its customers. It must have a minimum of five retail establishments. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and land on which it is situated but still be fully integrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playground, community activities, parking, etc., originate from one authority".

The shopping centres are stratified on the basis of the number of retail establishments operating within the centre.

Type A—Shopping Centres with 5 to 15 retail establishments.

Type B—Shopping Centres with 16 to 30 retail establishments.

Type C—Shopping Centres with more than 30 retail establishments.

Preliminary study has been undertaken with a view to modifying the above definition of shopping centres. As mentioned in the 1958 report, there has been some criticism that the type "A" classification contained numerous strip developments which should not be classified as shopping centres. It is felt that the inclusion of a minimum parking area requirement in the definition would overcome this criticism to some extent. It is expected that this definitional change will take place for the 1960 survey. For the present time, however, an additional table is contained in this supplement which stratifies the Type A shopping centres by size of parking area showing sales of chain and independent stores. The information contained in this table should furnish an additional tool with which to analyze the results of this survey.

## Collection

The collection of shopping centre data was effected in three general stages.

- (1) Information on new shopping centre developments was obtained through such sources as municipal authorities, chain store organizations, newspapers, trade magazines, etc.
- (2) Current listings of retail establishments within shopping centres, as well as information on gross floor area and parking area, were obtained primarily from the lessors of shopping centres.
- (3) Information on sales was obtained directly from the retail establishments within the shopping centre.

## Summary of Results

During 1959, there was an increase of 70 shopping centres in operation in Canada. This increase was slightly off-set by the exclusion from the survey of two shopping centres that failed to fulfill the requirements of the definition. The net result was an increase of 68 shopping centres raising the total from 125 in 1958 to 193 in 1959.

The majority (64 of the 70) of the new centres that "came into existence" during 1959 were of the A or "neighbourhood" variety. The remaining six new shopping centres were classified equally to type B (3) and type C (3). During this period two type A shopping centres were deleted from the survey.

The term "came into existence" as used above refers to the acceptance of the retail development as a shopping centre according to the definition as set forth by the Dominion Bureau of Statistics. The term does not necessarily imply that the actual construction and operation of the centre was started in 1959.

Changes in the number of retail establishments within shopping centres caused a number of shifts in the 1958 classification for some of the existing shopping centres.

In Nova Scotia, 2 type A shopping centres moved to type B; in Quebec, 1 shopping centre was reclassified from type B to type C; in Ontario, 1 type A shopping centre was cancelled, 1 type A was reclassified to type B, 2 type B moved to type C and 1 moved to type B from C; in Alberta, 1 centre moved from type A to type B and one from type B to type C; in British Columbia, 1 type A shopping centre was cancelled.

The following tables show (1) a comparison of the number of shopping centres in existence during 1958 and 1959 by province and by type of centre and

(2) a description of the three types of shopping centres in regard to the number of retail establishments, gross floor area and parking area.

**Number of Shopping Centres in Canada 1958 and 1959,  
by Province and by Type**

Province	Type A		Type B		Type C		Total	
	1958	1959	1958	1959	1958	1959	1958	1959
Newfoundland .....	—	1	—	—	—	—	—	1
Nova Scotia .....	2	—	—	2	—	—	2	2
New Brunswick .....	—	1	—	—	—	—	—	1
Quebec .....	6	15	12	14	1	3	19	32
Ontario .....	47	75	16	16	8	9	71	100
Manitoba .....	—	—	—	—	—	1	—	1
Saskatchewan .....	2	2	—	—	—	—	2	2
Alberta .....	16	26	2	2	—	1	18	29
British Columbia .....	11	22	2	2	—	1	13	25
<b>Canada .....</b>	<b>84</b>	<b>142</b>	<b>32</b>	<b>36</b>	<b>9</b>	<b>15</b>	<b>125</b>	<b>193</b>

**Area Statistics of Shopping Centres, 1959**

	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail est.):				
No. of retail establishments .....	5	15	8	8
Gross floor area (sq. ft.) <sup>1</sup> .....	5,369	244,837	44,754	32,461
Parking area (sq. ft.) .....	3,800	840,341	124,884	66,000
Type B (16-30 retail est.):				
No. of retail establishments .....	16	30	22	21
Gross floor area (sq. ft.) <sup>1</sup> .....	56,660	347,000	142,012	123,171
Parking area (sq. ft.) .....	63,780	1,480,932	389,957	345,650
Type C (30 or more retail est.):				
No. of retail establishments .....	31	56	35	33
Gross floor area (sq. ft.) <sup>1</sup> .....	181,342	633,157	339,264	320,835
Parking area (sq. ft.) .....	237,962	2,073,618	960,162	664,075

<sup>1</sup> Includes gross floor area of all premises—retail, service, offices, etc.

The 193 shopping centres in operation during 1959 had a total sales volume of \$627,719,173. This is an increase of \$159,270,836 or 34.0 per cent over the 1958 sales figure of \$468,448,337. The addition of the new shopping centres established during 1959 accounted for \$85,098,064 or 53.4 per cent of the

increase while the remaining \$74,172,772 or 46.6 per cent was due to an increase in the number of stores in existing shopping centres as well as increased sales for the retail establishments which were in operation prior to 1959.

It is interesting to note that 1959 was the first year in which the proportion of sales added by new shopping centres was greater than the increase in sales in existing shopping centres.

The following table contains the basic information on the economic organization of retail trade within shopping centres during 1959.

**Economic Organization of Retail Trade within Shopping Centres, 1959, by Type**

	Type A	Type B	Type C	Total
Number of shopping centres .....	142	36	15	193
Number of stores:				
Independent <sup>1</sup> .....	858	393	234	1,485
Chain .....	312	410	296	1,018
<b>Totals</b> .....	<b>1,170</b>	<b>803</b>	<b>530</b>	<b>2,503</b>
Sales:				
Independent <sup>1</sup> ..... \$	67,767,388	77,217,688	83,491,559	228,476,635
Chain ..... \$	124,369,124	167,623,089	107,250,325	399,242,538
<b>Totals</b> ..... \$	<b>192,136,512</b>	<b>244,840,777</b>	<b>190,741,884</b>	<b>627,719,173</b>

<sup>1</sup> Includes department stores.

The majority of the shopping centres in existence in Canada during 1959 were of the neighbourhood or type A variety accounting for approximately 73 per cent of the total. These centres also accounted for 30.6 per cent of the total retail sales. The type B shopping centres obtained a proportionally smaller share of the total number of stores and sales than in the previous year. In 1958, 25.6 per cent of all shopping centres in existence were of the "community" variety obtaining 46.1 per cent of total sales. In 1959 approximately 19 per cent of the

shopping centres were in the type B class with 39.0 per cent of total sales. The remaining 30.4 per cent of the retail sales were made in type C centres (8.0 per cent by number).

The following table contains additional information on the type A shopping centres which should prove to be helpful to those users who may wish to study this type of shopping centre in greater detail.

**Type "A" Shopping Centres, Canada, 1959  
by Parking Area and by Sales**

Parking area	No. of Shopping centres	Sales		
		Independent	Chain	Total
Square feet:				
Under 20,000 .....	18	11,615,105	2,380,802	13,995,907
20,000 to 49,999 .....	33	13,288,410	12,387,636	25,676,096
50,000 and over .....	89	42,289,745	109,230,376	151,520,121
Area not submitted .....	2	574,128	370,260	944,388
<b>Totals</b> .....	<b>142</b>	<b>67,767,388</b>	<b>124,369,124</b>	<b>192,136,512</b>

All trades represented in shopping centres continued to experience substantial gains in sales volume ranging from 65.9 per cent increase in Furni-

ture, Appliance and Radio stores to 17.4 per cent increase in Garage and Service Stations.



## Comparison of Sales by Selected Kinds of Businesses within Shopping Centres, 1958 and 1959

Kind of business	Sales		Change 1959/58
	1958	1959	
	dollars		%
Grocery and combination .....	213,662,288	281,724,927	+31.9
Other food and beverage .....	22,863,527	31,559,184	+38.0
Department .....	84,114,677	113,736,507	+35.2
Variety .....	30,487,727	39,596,559	+29.9
Garage and service station .....	2,747,789	3,226,690	+17.4
Men's clothing .....	8,672,536	11,605,748	+33.8
Family clothing .....	2,666,233	4,184,017	+56.9
Women's clothing .....	19,701,248	25,353,857	+31.2
Shoe .....	10,232,452	13,922,407	+36.1
Hardware .....	10,622,882	13,375,079	+25.9
Furniture, appliance and radio .....	7,213,412	11,969,404	+65.9
Restaurant .....	7,486,503	10,414,038	+39.1
Drug .....	18,964,975	26,037,230	+37.3
Jewellery .....	2,890,208	4,039,388	+39.8
Miscellaneous .....	25,121,880	36,474,138	+39.6
<b>Totals, all trades .....</b>	<b>468,448,337</b>	<b>627,719,173</b>	<b>+34.0</b>

The following table describes the percentage distribution of stores and sales in shopping centres by trade for 1959.

Grocery and Combination Stores continue to absorb the largest share of retail sales made in

shopping centres with 44.9 per cent; a slight decrease from the previous year. Department and Variety Stores retain second and third position in respect to sales with 18.1 per cent and 6.3 per cent respectively.

## Percentage Distribution of Stores and Sales in Shopping Centres by Trade 1958 and 1959

Kind of business	No. of stores <sup>1</sup>		Sales <sup>1</sup>	
	1958	1959	1958	1959
	percentage			
Grocery and combination.....	8.2	8.3	45.6	44.9
Other food and beverage.....	11.8	10.7	4.9	5.0
Department .....	1.2	1.1	18.0	18.1
Variety.....	4.9	5.0	6.5	6.3
Garage and service station.....	1.5	1.3	0.6	0.5
Men's clothing .....	5.3	5.4	1.9	1.9
Family clothing .....	1.2	1.5	0.6	0.7
Women's clothing .....	11.7	11.3	4.2	4.1
Shoe .....	7.4	7.4	2.2	2.2
Hardware .....	5.5	6.2	2.3	2.1
Furniture, appliance and radio.....	4.1	4.2	1.5	1.9
Restaurant.....	5.9	6.3	1.6	1.7
Drug .....	6.9	7.3	4.0	4.2
Jewellery.....	2.6	2.8	0.6	0.6
Miscellaneous.....	21.8	21.2	5.5	5.8
<b>Totals, all trades.....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Includes both independent and chain stores.

It is interesting to note that chain stores (not including department stores) continue to obtain the largest share of the retail dollar with 63.6 per cent of the total sales, a slight decrease from the previous year. More than half the retailers, however,

are independents. If the sales made by Department Stores were taken out of the independent sector, the sales accruing to the independents would be only 18.3 per cent of the total sales.



### Percentage Distribution of Stores and Sales between Chain and Independent Stores, 1958 and 1959

	Independent stores		Chain stores	
	1958	1959	1958	1959
	percentage			
Number.....	57.8	59.3	42.2	40.7
Sales .....	35.6	36.4	64.4	63.6

The sales made by retail stores located in shopping centres during 1959 represent 3.9 per cent of the total estimated retail sales in Canada, an increase of 0.9 per cent over the previous year. It is felt, however, that a more realistic appraisal of the growth of retail trade in shopping centres can be obtained by comparing the volume of sales in shopping centres with similar kinds of business in the

provinces in which the shopping centres are located. The percentage of business done in shopping centres is raised to 5.6 per cent by the exclusion from total retail sales of such trades as general stores (except Newfoundland) motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores. This is an increase of 1.1 per cent over the previous year.

### Percentage of Shopping Centre Sales to Total Retail Sales by Regions

Province	Provincial retail sales <sup>1</sup>	Shopping centres	
		Sales	Percentage of total sales
	dollars		%
Atlantic Provinces <sup>2</sup> .....	740,898,000	16,759,078	2.3
Quebec .....	2,986,171,500	130,464,382	4.4
Ontario .....	4,556,471,800	353,131,865	7.8
Prairie Provinces .....	1,698,946,400	77,492,669	4.6
British Columbia .....	1,180,613,000	49,871,179	4.2
Totals .....	11,163,100,700	627,719,173	<sup>1</sup> 5.6

<sup>1</sup> Excludes the sales of the following trades: general stores (except Newfoundland), motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores.

<sup>2</sup> Except P.E.I.

### Area of Retail Establishments

As was stated in the 1958 shopping centre supplement, it is the intention of the Dominion Bureau of Statistics to publish tables on floor area data on a biennial basis. Statistics on floor area were first published for the year 1957. Tables 4-7 page 35-7 present two measures of central tendency, the "median" and the "average" or arithmetic mean. The median is that value which divides a distribution so that one-half or more of the items are

equal to or less than it and one-half or more of the items are equal to or greater than it. The advantage of the median is that a few extreme values will have no influence on it. The average or arithmetic mean, on the other hand, is affected by the value of every item in the distribution and the presence of any extremely large (or extremely small) items in the distribution may result in a mean which is very misleading. The arithmetic mean, however, is an important tool in statistical analysis and is, therefore, included for this purpose.

**TABLE 1. Retail Sales in Shopping Centres, Canada, 1959**  
by Type of Shopping Centre and by Kind of Business

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination .....	22,836,702	95,401,626	118,238,328	<sup>1</sup>	<sup>1</sup>	105,290,663
Other food and beverage .....	3,281,133	7,246,241	10,527,374	2,918,969	13,041,431	15,960,400
Department .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	—	<sup>1</sup>
Variety .....	685,085	7,820,435	8,505,520	<sup>1</sup>	<sup>1</sup>	17,088,722
Garage and service station .....	1,936,142	—	1,936,142	<sup>1</sup>	<sup>1</sup>	954,842
Men's clothing .....	1,815,919	415,921	2,231,840	2,704,569	2,330,518	5,035,087
Family clothing .....	470,935	<sup>1</sup>	<sup>1</sup>	1,460,638	<sup>1</sup>	<sup>1</sup>
Women's clothing .....	1,491,229	4,226,962	5,718,191	2,467,377	8,272,552	10,739,929
Shoe .....	731,474	2,216,839	2,948,313	951,487	5,376,991	6,328,478
Hardware .....	4,625,176	564,964	5,190,140	2,351,163	1,490,805	3,841,968
Furniture, appliance and radio ....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Restaurant .....	3,936,888	—	3,936,888	3,482,169	<sup>1</sup>	<sup>1</sup>
Drug .....	9,676,024	3,935,890	13,611,914	3,257,733	4,814,422	8,072,155
Jewellery .....	<sup>1</sup>	<sup>1</sup>	643,272	<sup>1</sup>	<sup>1</sup>	1,468,630
Miscellaneous .....	4,837,008	2,058,674	6,895,682	8,396,539	7,882,564	16,279,103
<b>Totals, all trades .....</b>	<b>67,767,388</b>	<b>124,369,124</b>	<b>192,136,512</b>	<b>77,217,688</b>	<b>167,623,089</b>	<b>244,840,777</b>
dollars						
Type C			Total			
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination .....	<sup>1</sup>	<sup>1</sup>	58,195,936	23,828,902	257,896,025	281,724,927
Other food and beverage .....	997,334	4,074,076	5,071,410	7,197,436	24,361,748	31,559,184
Department .....	<sup>1</sup>	—	<sup>1</sup>	113,736,507	—	113,736,507
Variety .....	<sup>1</sup>	<sup>1</sup>	14,002,317	798,999	38,797,560	39,596,559
Garage and service station .....	<sup>1</sup>	—	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	3,226,690
Men's clothing .....	1,783,260	2,555,561	4,338,821	6,303,748	5,302,000	11,605,748
Family clothing .....	417,443	<sup>1</sup>	<sup>1</sup>	2,349,016	1,835,001	4,184,017
Women's clothing .....	2,410,884	6,984,853	9,395,737	6,369,490	19,484,367	25,853,857
Shoe .....	777,487	3,868,129	4,645,616	2,460,448	11,461,959	13,922,407
Hardware .....	1,123,407	3,219,564	4,342,971	8,099,746	5,275,333	13,375,079
Furniture, appliance and radio ....	<sup>1</sup>	<sup>1</sup>	5,606,442	7,811,706	4,157,698	11,969,404
Restaurant .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	10,414,038
Drug .....	1,684,366	2,668,795	4,353,161	14,618,123	11,419,107	26,037,230
Jewellery .....	528,916	1,398,570	1,927,486	2,194,984	1,844,404	4,039,388
Miscellaneous .....	6,873,239	6,426,114	13,299,353	20,106,786	16,367,352	36,474,138
<b>Totals, all trades .....</b>	<b>83,491,559</b>	<b>107,250,325</b>	<b>190,741,884</b>	<b>228,476,635</b>	<b>399,242,538</b>	<b>627,719,173</b>

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 2. Percentage Distribution of Stores and Sales in Shopping Centres, Canada, 1959  
by Type of Shopping Centre and by Kind of Business**

Kind of business	Type A				Type B			
	Independent stores		Chain stores		Independent stores		Chain stores	
	No.	Sales	No.	Sales	No.	Sales	No.	Sales
	percentage							
Grocery and combination .....	6.9	33.7	26.3	76.7	1.3	<sup>1</sup>	9.0	<sup>1</sup>
Other food and beverage .....	10.1	4.9	14.4	5.8	9.4	3.8	14.2	7.8
Department .....	0.9	<sup>1</sup>	—	—	1.8	<sup>1</sup>	—	—
Variety .....	2.2	1.0	11.5	6.3	0.3	<sup>1</sup>	10.3	<sup>1</sup>
Garage and service station .....	2.8	2.9	—	—	1.3	<sup>1</sup>	0.2	<sup>1</sup>
Men's clothing .....	5.5	2.7	2.2	0.3	6.1	3.5	4.9	1.4
Family clothing .....	1.5	0.7	1.6	<sup>1</sup>	2.0	1.9	1.0	<sup>1</sup>
Women's clothing .....	5.8	2.2	12.8	3.4	9.4	3.2	18.0	4.9
Shoe .....	3.5	1.1	13.5	1.8	3.1	1.2	13.7	3.2
Hardware .....	11.3	6.8	3.2	0.5	5.3	3.0	3.4	0.9
Furniture, appliance and radio .....	4.3	<sup>1</sup>	—	—	6.9	<sup>1</sup>	2.2	<sup>1</sup>
Restaurant .....	11.8	5.8	—	—	8.4	4.5	0.7	<sup>1</sup>
Drug .....	11.3	14.3	9.0	3.2	4.6	4.2	5.1	2.9
Jewellery .....	3.2	<sup>1</sup>	1.3	<sup>1</sup>	4.3	<sup>1</sup>	1.0	<sup>1</sup>
Miscellaneous .....	18.9	7.1	4.2	1.6	35.8	10.9	16.3	4.7
<b>Totals, all trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
	Type C				Total, all types			
	Independent stores		Chain stores		All stores			
	No.	Sales	No.	Sales	No.	Sales	No.	Sales
	percentage							
Grocery and combination .....	0.9	<sup>1</sup>	7.4	<sup>1</sup>	8.3	44.9		
Other food and beverage .....	6.4	1.2	11.8	3.8	11.1	5.0		
Department .....	4.7	<sup>1</sup>	—	—	1.0	18.1		
Variety .....	0.4	<sup>1</sup>	8.8	<sup>1</sup>	5.0	6.3		
Garage and service station .....	0.9	<sup>1</sup>	—	—	1.3	0.5		
Men's clothing .....	7.3	2.1	6.4	2.4	5.3	1.9		
Family clothing .....	1.7	0.5	1.0	<sup>1</sup>	1.5	0.7		
Women's clothing .....	11.5	2.9	18.2	6.5	11.3	4.1		
Shoe .....	3.4	0.9	12.2	3.6	7.3	2.2		
Hardware .....	3.0	1.4	1.7	8.0	6.1	2.1		
Furniture, appliance and radio .....	6.4	<sup>1</sup>	5.4	<sup>1</sup>	4.2	1.9		
Restaurant .....	8.1	<sup>1</sup>	0.7	<sup>1</sup>	6.3	1.7		
Drug .....	2.6	2.0	4.1	2.5	7.3	4.2		
Jewellery .....	3.4	0.6	3.0	1.3	2.8	0.6		
Miscellaneous .....	39.3	8.2	19.3	6.0	21.2	5.8		
<b>Totals, all trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.



**TABLE 3. Retail Sales in Shopping Centres, 1959,  
by Provinces and Kind of Business**

Kind of business	Canada	Quebec	Ontario	Alberta	British Columbia	Other Provinces <sup>1</sup>
	dollars					
Grocery and combination.....	281,724,927	69,960,569	161,819,935	21,086,075	14,827,964	14,030,384
Other food and beverage .....	31,559,184	3,116,178	20,133,594	5,130,628	743,682	2,435,102
Department .....	113,736,507					
Variety .....	39,596,559	12,812,102	21,368,799	2,605,880	787,484	2,022,294
Garage and service station .....	3,226,690			353,368	696,089	
Men's clothing .....	11,605,748	2,895,477	7,718,911	355,062	314,980	321,318
Family clothing .....	4,184,017	2,013,982	1,281,508			408,780
Women's clothing .....	25,853,857	5,963,978	16,886,563	1,157,360	1,075,159	770,797
Shoe .....	13,922,407	4,126,437	8,249,903	787,949	359,677	398,441
Hardware .....	13,375,079	4,543,509	7,109,285	825,154	665,131	232,000
Furniture, appliance and radio .....	11,969,404	748,556	8,562,536	930,533	1,247,468	480,311
Restaurant .....	10,414,038	1,442,608	6,823,592	1,241,446	660,949	245,443
Drug .....	26,037,230	4,204,409	15,978,885	2,638,608	2,493,934	721,394
Jewellery .....	4,039,388	704,058	2,472,715	162,842	464,532	235,241
Miscellaneous .....	36,474,138	9,765,955	19,658,655	2,434,504	2,075,637	2,539,387
<b>Totals, all trades .....</b>	<b>627,719,173</b>	<b>130,464,382</b>	<b>353,131,865</b>	<b>62,565,411</b>	<b>49,871,179</b>	<b>31,686,336</b>

<sup>1</sup> Atlantic provinces (except P.E.I.), Manitoba and Saskatchewan.

<sup>2</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

The figures in table 4 and 6 were obtained through the tabulation of area data supplied by all retail establishments irrespective of whether the establishment was in operation for a complete year or not. However, for table 5 and 7 only the infor-

mation of those firms which operated for a complete year was used.

The figures in tables 4, 5, 6 and 7 are based on a minimum of five retail establishments in each cell.

**TABLE 4. Selling Area by Kind of Business and Type of Shopping Centre 1959,  
Two Measures of Central Tendency — Median and Average**

Kind of business	Type A 5-15 retail units				Type B 16-30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
	square feet							
Grocery and combination.....	2,875	4,095	9,000	9,356	1,200	1,230	14,779	14,324
Variety .....	1,225	1,424	7,492	7,442			9,935	10,102
Men's clothing .....	1,400	1,329	1,500	1,643	1,310	1,595	2,075	2,008
Family clothing .....	1,295	3,762	6,500	8,389	2,695	4,730		
Women's clothing .....	1,000	1,092	2,040	3,237	1,400	1,353	2,134	2,571
Shoe .....	528	672	1,800	1,770	1,250	1,282	2,000	1,906
Hardware .....	1,800	1,652	2,000	3,350	2,800	2,767	4,138	4,321
Furniture, appliance and radio .....	810	1,679			1,600	2,115	2,100	3,907
Restaurant .....	980	1,231			1,752	1,983	3,000	2,621
Drug .....	1,500	1,854	2,447	2,448	3,300	3,159	3,800	3,582
Jewellery .....	580	732			800	1,493		
	Type C over 30 retail units						Total, all types	
	Independent		Chain		Independent and chain			
	Median	Average	Median	Average	Median	Average	Median	Average
	square feet							
Grocery and combination .....	1	1	18,100	16,021	8,788	9,387		
Variety .....	1	1	11,687	12,227	9,000	8,539		
Men's clothing .....	1,700	2,216	2,450	2,349	1,600	1,796		
Family clothing .....	1	1			1,990	4,997		
Women's clothing .....	1,400	2,045	2,331	2,757	1,798	2,162		
Shoe .....	1,500	1,459	2,400	2,226	1,600	1,595		
Hardware .....	4,120	4,713	6,600	18,685	1,920	1,364		
Furniture, appliance and radio .....	1,975	3,364	9,000	8,408	2,650	3,188		
Restaurant .....	1,800	2,412			1,200	1,622		
Drug .....	3,000	7,658	4,900	4,821	1,900	2,615		
Jewellery .....	900	951	2,100	2,260	800	1,183		

<sup>1</sup> Insufficient number of firms reporting selling area.



**TABLE 5. Sales per Square Foot of Selling Area by Kind of Business and Type of Shopping Centre**  
**Two Measures of Central Tendency – Median and Average**

Kind of business	Type A 5 to 15 retail units				Type B 16 to 30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination .....	96.5	109.1	160.3	173.1	1	1	1	1
Variety .....	34.7	36.8	37.1	39.8	1	1	1	1
Men's clothing .....	39.6	43.9	1	1	74.5	77.8	65.5	72.0
Family clothing .....	15.7	7.5	1	1	45.6	59.5	1	1
Women's clothing .....	36.1	48.4	54.2	49.0	52.3	51.1	49.2	50.3
Shoe .....	44.9	56.0	41.9	41.7	50.1	61.8	55.9	53.6
Hardware .....	38.2	38.6	1	1	49.2	42.7	30.2	38.4
Furniture, appliance and radio .....	1	1	1	1	1	1	1	1
Restaurant .....	46.7	46.2	1	1	63.5	65.5	1	95.9
Drug .....	95.2	91.6	64.1	64.5	65.8	67.8	55.4	65.9
Jewellery .....	1	1	1	1	1	1	1	1
dollars								
Total, all types								
Chain and independent								
dollars								
Grocery and combination .....	1	1	1	1	151.7	181.7	1	1
Variety .....	1	1	1	1	42.5	45.4	1	1
Men's clothing .....	83.0	70.3	71.6	68.5	69.9	66.7	1	1
Family clothing .....	1	1	1	1	28.4	26.1	1	1
Women's clothing .....	63.6	72.7	49.5	56.1	50.8	53.2	1	1
Shoe .....	53.0	70.9	58.7	60.4	52.6	55.8	1	1
Hardware .....	39.3	44.8	1	1	40.1	45.2	1	1
Furniture, appliance and radio .....	1	1	1	1	37.8	47.9	1	1
Restaurant .....	1	1	1	1	52.3	57.3	1	1
Drug .....	1	1	1	1	77.4	69.9	1	1
Jewellery .....	60.3	68.4	77.5	74.2	57.3	49.1	1	1

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

**TABLE 6. Gross Floor Area by Kind of Business and Type of Shopping Centre 1959,**  
**Two Measures of Central Tendency – Median and Average**

Kind of business	Type A 5-15 retail units				Type B 16-30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
	square feet							
Grocery and combination .....	5,000	5,996	13,373	13,831	1,500	1,612	18,176	22,115
Variety .....	1,420	1,831	9,518	10,353	1	1	13,385	13,838
Men's clothing .....	1,762	1,874	2,000	2,346	2,570	1,898	2,750	3,062
Family clothing .....	2,875	4,922	7,625	10,605	3,720	6,451	1	1
Women's clothing .....	1,400	1,561	3,500	6,294	1,571	1,784	2,500	3,658
Shoe .....	900	1,182	2,000	2,176	1,800	2,223	2,000	2,300
Hardware .....	2,230	2,553	3,280	4,434	4,000	4,165	4,838	5,182
Furniture, appliance and radio .....	1,700	2,865	1	1	2,175	2,579	3,540	5,474
Restaurant .....	1,405	1,831	1	1	2,132	2,754	5,000	4,270
Drug .....	2,200	2,629	3,242	3,413	4,000	3,743	4,661	4,468
Jewellery .....	840	1,051	1	1	1,040	1,085	1	1

See footnote at end of table.

**TABLE 6. Gross Floor Area by Kind of Business and Type of Shopping Centre 1959,  
Two Measures of Central Tendency — Median and Average — Concluded**

Kind of business	Type C over 30 retail units				Total, all types	
	Independent		Chain		Independent and chain	
	Median	Average	Median	Average	Median	Average
	square feet					
Grocery and combination.....	<sup>1</sup>	<sup>1</sup>	24,727	24,847	12,322	14,166
Variety .....	<sup>1</sup>	<sup>1</sup>	16,421	16,524	12,000	11,672
Men's clothing .....	2,400	3,451	2,800	3,219	2,200	2,536
Family clothing .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	2,900	6,548
Women's clothing .....	2,050	2,586	2,515	3,894	2,192	3,197
Shoe .....	2,425	2,151	2,502	2,671	2,000	2,045
Hardware .....	5,900	6,370	13,200	20,285	2,800	3,639
Furniture, appliance and radio .....	3,460	4,376	11,000	9,850	2,440	4,223
Restaurant .....	2,200	3,347	<sup>1</sup>	<sup>1</sup>	2,650	2,356
Drug .....	6,350	15,317	5,741	5,976	2,900	3,694
Jewellery .....	1,500	1,586	3,000	3,340	1,050	1,373

<sup>1</sup> Insufficient number of firms reporting selling area.

**TABLE 7. Sales per Square Foot of Gross Floor Area by Kind of Business and Type of  
Shopping Centre, Two Measures of Central Tendency — Median and Average**

Kind of business	Type A 5 to 15 retail units				Type B 16 to 30 retail units			
	Independent		Chain		Independent		Chain	
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination .....	70.0	72.9	109.1	112.2	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Variety .....	33.5	28.1	24.3	25.6	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Men's clothing .....	26.9	31.7	<sup>1</sup>	<sup>1</sup>	55.8	65.9	47.7	45.6
Family clothing .....	13.4	5.8	<sup>1</sup>	<sup>1</sup>	31.2	39.6	<sup>1</sup>	<sup>1</sup>
Women's clothing .....	29.3	32.0	32.1	26.2	44.1	38.1	38.8	34.3
Shoe .....	31.3	33.3	34.2	33.0	35.2	35.7	47.5	49.0
Hardware .....	23.9	24.4	<sup>1</sup>	<sup>1</sup>	29.8	28.9	30.2	30.8
Furniture, appliance and radio .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
Restaurant .....	29.6	30.6	<sup>1</sup>	<sup>1</sup>	48.5	46.7	<sup>1</sup>	<sup>1</sup>
Drug .....	67.6	60.6	48.0	45.7	58.9	57.8	54.1	52.2
Jewellery .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>
	Type C over 30 retail units				Total, all types			
	Independent		Chain		Chain and independent			
	Median	Average	Median	Average	Median	Average	Median	Average
	dollars							
Grocery and combination .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	102.3		116.5	
Variety .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	30.0		31.6	
Men's clothing .....	55.7	52.4	50.5	48.6	47.3		48.1	
Family clothing .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	21.6		19.0	
Women's clothing .....	60.1	52.9	36.9	38.0	36.8		34.7	
Shoe .....	43.7	48.3	49.2	51.7	39.1		44.6	
Hardware .....	31.4	28.5	<sup>1</sup>	<sup>1</sup>	26.2		30.4	
Furniture, appliance and radio .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	27.3		36.6	
Restaurant .....	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	<sup>1</sup>	36.1		39.4	
Drug .....	<sup>1</sup>	<sup>1</sup>	44.3	41.8	58.9		51.4	
Jewellery .....	42.8	40.6	44.8	50.2	42.8		43.0	

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.













CATALOGUE No.

63-209

ANNUAL



CANADA

Canada. Statistics, Bureau of

# RETAIL TRADE

1960



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division





DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division

## RETAIL TRADE

1960

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# PUBLICATIONS RELATING TO RETAIL TRADE

Catalogue number	Title	Price
(a) Weekly		
63-003	Department Store Sales by Regions.....	per year \$2.00
(b) Monthly		
61-004	Credit Statistics.....	per year 2.00
63-001	Chain Store Sales and Stocks.....	per year 1.00
63-002	Department Store Sales and Stocks .....	per year 1.00
63-004	Department Store Sales by Regions.....	per year 1.00
63-005	Retail Trade .....	per year 2.00
63-007	New Motor Vehicle Sales .....	per year 1.00
(c) Quarterly		
63-009	Farm Implement and Equipment Sales.....	per year 1.00
(d) Annual		
63-203	Farm Implement and Equipment Sales.....	.50
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63-209	Retail Trade .....	.50
63-210	Retail Chain Stores .....	.50
63-211	Sales Financing .....	.25
63-213	Vending Machine Operators .....	.25
(e) Biennial		
63-401	Operating Results of Chain Clothing Stores .....	.50
63-402	Operating Results of Chain Drug Stores.....	.25
63-403	Operating Results of Chain Food Stores .....	.50
63-404	Operating Results of Chain Furniture Stores.....	.25
63-405	Operating Results of Chain Variety Stores .....	.25
63-406	Operating Results and Financial Structure of Independent Retail Clothing Stores .....	.75
63-407	Operating Results and Financial Structure of Independent Drug Stores .....	.50
63-408	Operating Results and Financial Structure of Independent Filling Stations and Garages .....	.50
63-409	Operating Results and Financial Structure of Independent Retail Food Stores .....	.50
63-410	Operating Results and Financial Structure of Independent Fuel Dealers .....	.50
63-411	Operating Results and Financial Structure of Independent General Stores.....	.50
63-412	Operating Results and Financial Structure of Independent Retail Hardware, Furniture, Appliance, Radio and Television Stores .....	.50
63-413	Operating Results and Financial Structure of Independent Jewellery Stores .....	.50
63-414	Operating Results and Financial Structure of Independent Restaurants .....	.50
(f) Occasional		
63-505	Retail Trade, 1930-51 .....	.25

*Other occasional reports and 1951 Census reports on retail trade are shown in a complete list of publications of the Dominion Bureau of Statistics which is available on request from the Information Services Division, D.B.S., or from the Queen's Printer, Ottawa.*

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## SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

.. figures not available.

— nil or zero.

## RETAIL TRADE, 1960

During 1960 sales made in retail establishments were estimated at \$16,502,079,000, an increase of 1.3 per cent over the previous year. It is interesting to note that this increase in total sales is the sixth consecutive increase on a year to year basis.

Twelve of the eighteen specified trades showed increases in sales during 1960 as compared to 1959. The largest percentage increases were in the following trades: Shoe Stores (8.9 per cent); Variety Stores (6.0 per cent); Grocery and Combination Stores (5.7 per cent) and Family Clothing Stores (4.2 per cent). These increases were offset to some degree by a decline in the sales made by motor vehicle dealers (2.4 per cent). The significance of this decrease in sales made by the above trade can be seen easily when it is realized that sales made by motor vehicle dealers account for 15.5 per cent of the total sales made in retail establishments. Other trades which registered decreases as well were: Lumber and Building Material Dealers (11.5 per cent); Furniture, Appliance and Radio Stores (6.0 per cent); Fuel Dealers (5.3 per cent); Jewellery Stores (1.8 per cent).

With the exception of Saskatchewan and British Columbia, all provinces registered increased sales in 1960 as compared to 1959. The percentage decrease in Saskatchewan and British Columbia was 1.4 per cent and 2.3 per cent respectively. The Atlantic Provinces showed the largest percentage gain with 5.0 per cent, Manitoba was second with 3.6 per cent and Quebec, third, with 1.7 per cent.

As in previous years, Grocery and Combination Stores continued to dominate the retail sector of the economy with 21.1 per cent of the total dollar volume, an increase of 0.9 per cent over the previous year. Motor vehicle dealers retained second position with 15.5 per cent of total dollar volume, a decrease of 0.5 per cent from the previous year.

### Sources and Methods

Estimates of sales in the retail sector are published monthly as well as annually. A link relative approach is employed in producing these estimates using the 1951 results as the base. The monthly estimates are published approximately six weeks after the survey month. In the December issue of any year, the monthly estimates are revised and therefore this bulletin replaces the preceding monthly bulletins for that year. The second and final revision to the figures which are contained in the December bulletin takes place approximately one year after the survey year. These final estimates which are

shown in the various tables of this report are compiled in two broad stages. The first is a combination of (1) an annual survey of approximately ten thousand retail stores in all trades and areas (2) a survey of department stores and (3) a survey of all known retail chain stores. Annual chain store sales are compiled from an annual census of all chain store firms in every trade and area. The monthly sample of independent, chain and department store firms, for which sales estimates are compiled and published, is used to pro-rate the annual totals to a monthly basis. The second stage is an annual survey designed to yield adjustments resulting from store "births" and "deaths" by trades and by regions. The results obtained from the completion of these two broad stages are combined and published approximately one year after the survey year.

The estimates of retail sales shown in this report represent total dollar volume and have not been adjusted for price changes nor in the monthly distribution for seasonal variation.

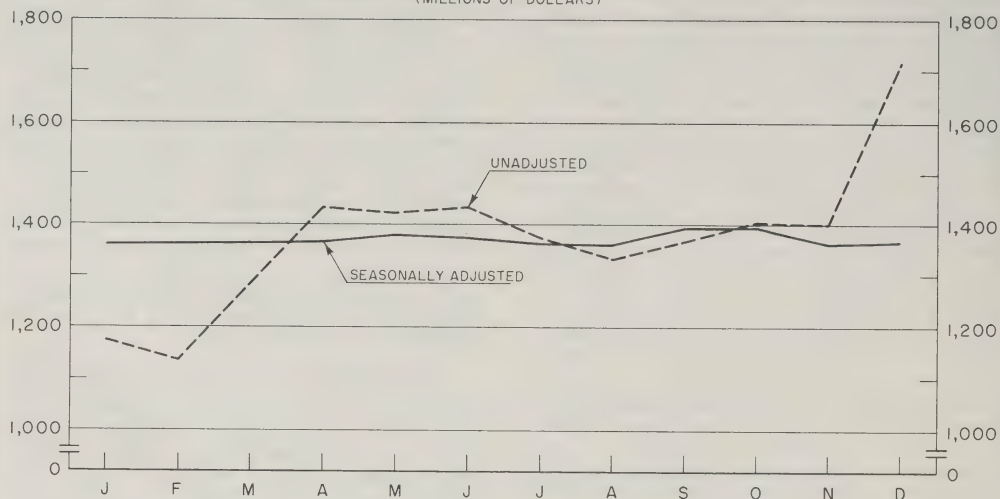
It is important that the users of the retail trade statistics are aware that the data shown in this report as well as in the monthly retail trade reports refer only to establishments which are easily recognizable. In other words these statistics do not include door to door sales, mail order sales by record and book clubs, retail sales by manufacturers, wholesalers or service establishments. It is felt that sales made on the retail level outside of easily recognizable establishments have become increasingly significant and therefore, as mentioned in the 1959 annual report, a number of steps have been taken to obtain estimates of these sales. During the past year a number of pilot studies have been undertaken in the field of direct selling of merchandise as well as of printed matter. It is expected that once some of the difficulties have been overcome in reporting, the information collected will be published. As mentioned in the 1959 report as well, the Dominion Bureau of Statistics is now publishing an annual report on the sales made by vending machine operators in Canada.

The Dominion Bureau of Statistics also undertakes a survey of hotels on an annual basis. The results of this survey indicate that sales of meals, beer, wine and liquor as well as other merchandise totalled \$404,217,000 in 1960. The figures shown in the following table are additional to the sales shown in the tables of this report.

Provinces	Vending machine operators	Hotels		
		Meals	Beer, wine and liquor	Merchandise
thousands of dollars				
Newfoundland .....	1, 397	754	1, 326	207
Prince Edward Island .....		323	—	31
Nova Scotia .....		2, 644	420	138
New Brunswick .....		1, 422	—	115
Quebec .....	11, 738	27, 222	71, 324	3, 843
Ontario .....	16, 853	39, 249	79, 298	7, 544
Manitoba .....	3, 504	4, 062	27, 798	1, 754
Saskatchewan .....		4, 171	29, 932	2, 241
Alberta .....		7, 087	32, 798	3, 354
British Columbia .....		4, 760	11, 707	40, 327
Totals .....	38, 251	98, 641	283, 223	22, 353

## RETAIL SALES, 1960

(MILLIONS OF DOLLARS)

RETAIL CHAIN STORE SALES IN CANADA  
IN PROPORTION TO TOTAL SALES  
FOR SELECTED YEARS

BILLIONS OF DOLLARS

BILLIONS OF DOLLARS

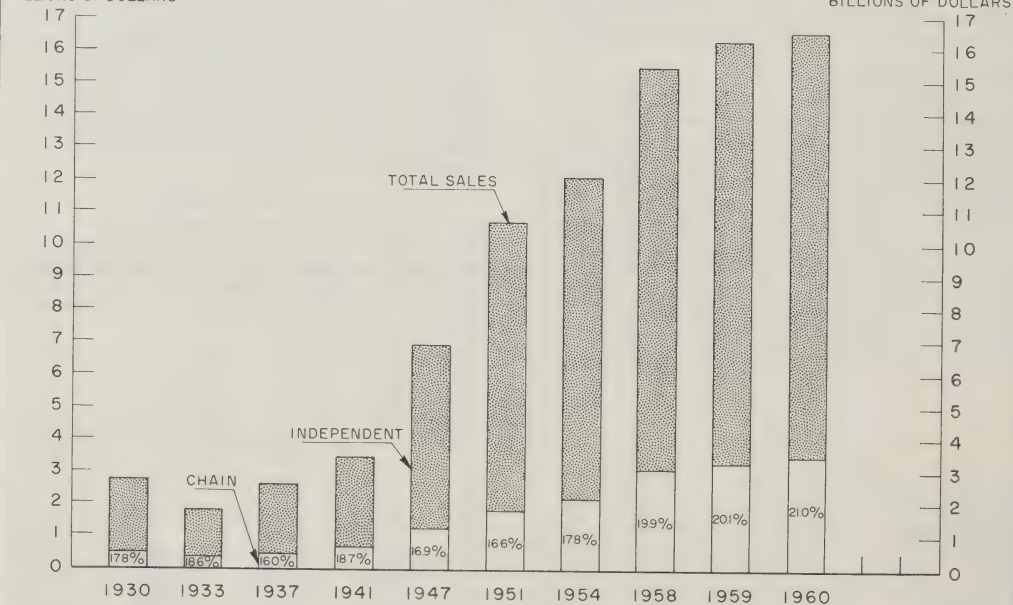


TABLE 1. Retail Trade in Canada, 1930-60, by Provinces

Year	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
thousands of dollars								
1930	2,735,740	196,740	646,320	1,090,829	187,585	188,225	175,448	250,593
1931	2,305,245	172,378	558,482	944,632	152,592	133,474	133,588	210,099
1932	1,908,301	142,276	461,874	783,373	130,562	111,598	115,278	165,250
1933	1,772,927	129,428	419,174	735,077	121,117	102,770	108,520	156,841
1934	1,983,682	146,716	453,627	832,928	131,179	114,556	125,298	179,378
1935	2,104,508	156,915	473,076	874,589	139,193	123,923	137,006	199,806
1936	2,289,360	169,612	518,190	940,624	150,259	138,411	147,018	225,246
1937	2,593,121	198,946	604,942	1,068,226	165,057	136,081	165,024	254,845
1938	2,529,861	188,339	597,996	1,025,951	164,058	136,277	176,817	240,423
1939	2,577,988	195,513	602,269	1,038,668	165,601	153,560	180,028	242,349
1940	2,935,198	234,850	682,629	1,191,114	182,469	173,678	197,720	272,738
1941	3,414,613	279,128	820,090	1,388,002	192,592	188,927	227,873	318,001
1942	3,618,824	300,996	875,605	1,446,549	205,984	200,568	243,046	346,076
1943	3,735,983	318,667	913,240	1,488,001	219,720	218,524	265,666	362,165
1944	4,093,487	351,325	975,950	1,573,688	243,009	249,375	296,044	404,096
1945	4,573,126	387,020	1,080,810	1,773,539	269,375	278,976	328,515	454,891
1946	5,787,377	491,286	1,342,379	2,264,542	338,193	341,142	416,288	593,547
1947	6,963,448	563,618	1,621,089	2,721,060	406,600	409,911	504,306	736,864
1948	7,835,034	607,307	1,792,022	3,067,224	465,869	473,346	611,494	817,772
1949	8,531,998	734,219	1,871,979	3,293,624	523,295	537,737	697,019	874,125
1950	9,617,197	822,247	2,182,983	3,715,389	566,909	570,837	776,692	982,140
1951	10,693,097	898,540	2,442,649	4,129,827	609,948	658,584	853,769	1,099,780
1952	11,532,076	982,275	2,635,302	4,383,267	651,268	764,017	939,089	1,176,858
1953	12,128,034	1,017,854	2,756,136	4,615,976	677,161	845,038	987,495	1,228,373
1954	12,065,758	1,025,222	2,797,617	4,634,450	637,044	758,295	963,630	1,249,499
1955	13,111,895	1,127,112	3,005,671	5,115,239	669,254	747,985	1,034,995	1,411,640
1956	14,297,557	1,211,156	3,322,150	5,498,554	700,145	812,261	1,158,960	1,594,331
1957	14,826,441	1,233,870	3,521,412	5,663,428	725,819	854,751	1,211,019	1,616,143
1958	15,444,341	1,290,091	3,646,651	5,934,446	753,603	913,517	1,274,812	1,631,221
1959	16,283,558	1,361,640	3,877,558	6,218,395	812,894	950,884	1,355,130	1,707,057
1960	16,502,079	1,429,695	3,944,345	6,312,705	842,503	938,000	1,366,472	1,668,960

<sup>1</sup> Includes Yukon and Northwest Territories.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 2. Percentage of Sales of Major Trades to Total Volume for Specified Years

Kind of business	1930	1933	1937	1941	1944	1947	1951	1954	1959	1960
Totals, all trades	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Grocery and combination stores	14.8	17.9	15.3	16.6	18.8	16.9	17.8	18.9	20.2	21.1
General stores	7.6	7.7	7.3	6.3	7.3	6.1	4.9	4.3	3.9	3.9
Department stores	13.0	13.6	11.2	11.1	11.2	10.0	8.5	8.8	8.7	8.8
Motor vehicle dealers	9.2	7.1	12.5	10.5	4.9	10.4	17.6	16.8	16.0	15.5
Hardware and building material dealers	5.0	4.1	4.2	4.5	4.5	5.6	5.5	5.4	5.0	4.6
Furniture, appliance and radio stores	3.4	2.6	3.3	3.2	2.5	3.6	3.4	4.0	3.6	3.3
Clothing and shoe stores	7.3	7.1	7.2	7.9	9.0	7.8	6.5	6.1	5.6	5.7
Total, major trades	60.3	60.1	61.0	60.1	58.2	60.4	64.2	64.3	63.0	62.9
All other trades	39.7	39.9	39.0	39.9	41.8	39.6	35.8	35.7	37.0	37.1

TABLE 3. Percentage Changes in Retail Trade - 1960/59 by Provinces and Kinds of Business

Kind of business	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
Totals, all trades	+ 1.3	+ 5.0	+ 1.7	+ 1.5	+ 3.6	- 1.4	+ 0.8	- 2.3
Grocery and combination stores	+ 5.7	+ 5.2	+ 4.5	+ 7.5	+ 10.3	+ 1.1	+ 5.2	+ 2.4
Other food and beverage stores	+ 4.0	+ 4.9	+ 6.0	+ 4.5	+ 3.2	+ 5.7	+ 4.0	+ 4.2
General stores	+ 1.7	+ 3.5	+ 1.7	- 3.0	+ 2.6	+ 4.6	+ 1.7	+ 1.4
Department stores	+ 2.4	+ 3.0	+ 4.4	+ 2.8	+ 1.3	- 1.1	+ 1.3	+ 1.5
Variety stores	+ 6.0	+ 12.5	+ 8.0	+ 3.3	+ 6.9	+ 1.6	+ 8.1	+ 6.5
Motor vehicle dealers	- 2.4	+ 7.7	+ 2.8	- 2.7	+ 0.2	- 6.7	- 9.9	- 9.7
Garages and service stations	+ 3.8	+ 2.3	+ 6.1	+ 2.8	- 2.2	+ 1.6	+ 7.9	+ 4.5
Men's clothing stores	+ 3.6	+ 7.7	+ 11.5	- 1.6	+ 15.0	+ 1.6	+ 6.7	- 2.0
Family clothing stores	+ 4.2	+ 2.1	- 0.8	- 2.1	+ 3.4	+ 28.4	+ 9.0	+ 70.6
Women's clothing stores	+ 1.4	- 3.8	+ 5.4	+ 2.9	- 1.5	- 12.5	- 1.5	- 5.3
Shoe stores	+ 8.9	+ 7.5	+ 16.0	+ 6.6	+ 7.7	+ 7.2	+ 8.4	+ 1.6
Hardware stores	"	+ 3.0	+ 1.2	- 1.2	+ 7.4	+ 0.8	- 2.0	- 4.6
Lumber and building material dealers	- 11.5	+ 14.1	- 17.1	- 14.1	+ 2.3	- 15.2	+ 1.7	- 26.9
Furniture, appliance and radio stores	- 6.0	+ 4.4	+ 0.1	- 7.3	- 6.7	- 10.0	- 13.2	- 19.5
Restaurants	+ 0.5	+ 9.5	+ 1.6	"	+ 0.8	- 2.6	+ 5.7	- 7.1
Fuel dealers	- 5.3	- 14.2	- 2.1	- 6.1	- 6.5	+ 12.3	+ 0.1	+ 4.2
Drug stores	+ 2.7	+ 4.7	+ 4.2	+ 4.0	+ 4.8	- 14.1	+ 2.8	- 1.8
Jewellery stores	- 1.8	- 13.9	- 1.7	- 0.1	- 1.2	+ 1.3	- 2.7	- 1.2
Miscellaneous	+ 0.2	+ 6.4	- 9.7	+ 1.9	+ 10.2	+ 3.7	+ 7.3	- 3.7

<sup>1</sup> Includes Yukon and Northwest Territories.<sup>2</sup> Less than 0.05 per cent.



TABLE 4. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1960

No.	Kind of business	All stores	Chain stores	Independent stores
Canada				
thousands of dollars				
1	<b>Totals, all trades .....</b>	<b>16,502,079</b>	<b>3,468,413</b>	<b>13,033,667</b>
2	Grocery and combination stores .....	3,473,883	1,602,797	1,871,086
3	Other food and beverage stores .....	1,224,600	650,160	574,440
4	General stores .....	640,423	48,820	591,602
5	Department stores .....	1,453,486	—	1,453,486
6	Variety stores .....	350,430	298,157	52,273
7	Motor vehicle dealers .....	2,550,964	23,056	2,527,908
8	Garages and service stations .....	1,145,481	7,102	1,138,380
9	Men's clothing stores .....	258,919	28,529	230,390
10	Family clothing stores .....	235,327	65,291	170,035
11	Women's clothing stores .....	277,012	84,269	192,743
12	Shoe stores .....	168,833	76,514	92,319
13	Hardware stores .....	326,270	48,584	277,687
14	Lumber and building material dealers .....	435,870	94,961	340,908
15	Furniture, appliance and radio stores .....	546,554	112,228	434,326
16	Restaurants .....	569,414	40,607	528,807
17	Fuel dealers .....	323,817	6,491	317,326
18	Drug stores .....	416,048	55,130	360,918
19	Jewellery stores .....	134,156	49,280	84,876
20	Miscellaneous .....	1,970,594	176,438	1,794,155
Manitoba				
21	<b>Totals, all trades .....</b>	<b>842,503</b>	<b>142,482</b>	<b>700,021</b>
22	Grocery and combination stores .....	141,794	63,988	77,806
23	Other food and beverage stores .....	37,552	24,494	13,057
24	General stores .....	51,651	..	..
25	Department stores .....	127,677	—	127,677
26	Variety stores .....	9,147	8,990	157
27	Motor vehicle dealers .....	132,928	—	132,928
28	Garages and service stations .....	37,783	..	..
29	Men's clothing stores .....	6,897	..	..
30	Family clothing stores .....	11,502	2,648	8,854
31	Women's clothing stores .....	7,564	1,965	5,599
32	Shoe stores .....	3,952	1,553	2,399
33	Hardware stores .....	21,058	..	..
34	Lumber and building material dealers .....	49,089	10,357	38,732
35	Furniture, appliance and radio stores .....	23,045	5,177	17,868
36	Restaurants .....	28,711	3,790	24,920
37	Fuel dealers .....	12,056	—	12,056
38	Drug stores .....	21,062	..	..
39	Jewellery stores .....	5,565	..	..
40	Miscellaneous .....	113,470	5,682	107,788

<sup>1</sup> Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 4. Estimated Retail Trade—Chain and Independent—by Provinces and Kinds of Business, 1960

All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	All stores	Chain stores	Independent stores	No.
Atlantic Provinces			Quebec			Ontario			
thousands of dollars									
1,429,695	255,096	1,174,599	3,944,345	712,568	3,231,777	6,312,705	1,579,018	4,733,686	1
327,774	80,950	246,824	973,162	316,232	656,929	1,354,696	820,776	533,920	2
101,255	..	..	345,462	109,136	236,326	498,402	302,038	196,365	3
147,880	11,309	136,570	107,992	9,214	98,778	115,878	..	..	4
105,743	—	105,743	251,400	—	251,400	493,686	—	493,686	5
39,952	35,244	4,708	94,073	78,844	15,229	156,149	133,669	22,480	6
248,282	23,056	225,226	537,876	—	537,876	919,186	—	919,186	7
95,308	..	..	274,230	..	..	477,381	1,565	475,816	8
14,292	..	..	76,543	5,163	71,380	100,815	18,986	81,829	9
33,677	3,620	30,057	81,401	27,253	54,148	65,115	12,856	52,259	10
11,272	3,076	8,197	78,068	23,782	54,286	120,592	39,220	81,371	11
11,004	2,962	8,041	49,747	23,980	25,767	75,847	38,975	36,872	12
21,124	..	..	72,179	10,317	61,862	106,344	8,530	97,813	13
21,347	..	..	76,908	..	..	143,903	19,870	124,034	14
42,103	8,993	33,110	173,222	36,834	136,387	203,960	43,208	160,752	15
29,382	1,824	27,558	151,246	9,773	141,473	231,501	14,122	217,378	16
14,303	..	..	94,230	—	94,230	167,635	..	..	17
31,381	3,166	28,214	92,531	7,816	84,715	179,514	22,845	156,669	18
8,575	3,287	5,288	28,107	8,194	19,913	62,164	22,200	39,964	19
125,040	8,170	116,870	385,968	41,580	344,388	839,936	73,432	766,504	20
Saskatchewan			Alberta			British Columbia			
938,000	140,077	797,923	1,366,472	262,954	1,103,518	1,668,360	376,218	1,292,142	21
126,442	42,690	83,752	240,811	114,773	126,038	309,203	163,387	145,816	22
39,254	24,554	14,700	69,717	47,538	22,179	132,958	79,242	53,716	23
92,061	..	..	63,163	..	..	61,798	9,181	52,618	24
68,289	—	68,289	161,579	—	161,579	245,111	—	245,111	25
11,453	10,198	1,255	19,341	15,872	3,469	20,314	15,340	4,974	26
192,435	—	192,435	236,760	—	236,760	283,498	—	283,498	27
70,536	..	..	92,866	..	..	97,378	2,284	95,094	28
10,328	..	..	24,260	..	..	25,783	..	..	29
13,907	5,785	8,123	12,567	3,020	9,547	17,158	10,109	7,048	30
8,186	1,919	6,267	23,898	6,301	17,597	27,433	8,005	19,427	31
3,158	1,628	1,529	9,650	3,911	5,739	15,475	3,504	11,971	32
38,045	8,937	29,108	43,824	11,179	32,645	23,697	3,988	19,709	33
45,277	23,007	22,270	62,505	30,781	31,724	36,840	5,313	31,527	34
18,978	4,320	14,658	43,350	5,007	38,343	41,897	8,688	33,209	35
31,712	376	31,336	46,042	2,062	43,980	50,820	8,658	42,161	36
4,790	—	4,790	2,681	..	..	28,122	..	..	37
16,697	2,687	14,010	30,004	4,791	25,213	44,859	12,653	32,206	38
7,016	2,681	4,335	8,091	4,661	3,430	14,637	6,300	8,338	39
139,436	5,421	134,014	175,364	7,098	168,266	191,380	35,055	156,324	40

TABLE 5, Canada—Estimated Retail Trade—by Kinds of Business and Months, 1958, 1959 and 1960

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
	thousand of dollars											
January .....	1,109,214	1,186,368	1,177,290	245,429	274,170	280,328	73,945	79,582	81,168			
February .....	1,028,235	1,109,148	1,136,958	231,975	242,886	260,516	73,426	78,350	85,866			
March .....	1,218,360	1,272,566	1,286,911	260,454	254,619	277,549	82,066	87,508	88,265			
April .....	1,289,829	1,374,542	1,436,011	250,492	262,996	296,624	86,704	89,212	99,841			
May .....	1,412,678	1,465,724	1,426,079	287,106	291,741	278,754	95,154	97,010	93,860			
June .....	1,297,028	1,409,393	1,436,266	256,004	268,581	290,846	90,599	96,240	102,467			
July .....	1,294,265	1,401,664	1,376,297	259,035	281,858	300,529	96,282	104,759	107,015			
August .....	1,284,343	1,319,712	1,334,165	270,897	270,141	274,120	98,075	103,029	104,451			
September .....	1,245,155	1,327,393	1,369,493	248,906	267,589	297,366	87,862	95,848	101,923			
October .....	1,347,568	1,457,297	1,404,332	273,061	303,407	294,407	101,250	103,891	103,658			
November .....	1,327,584	1,349,494	1,400,197	259,813	262,554	278,647	92,410	93,135	99,627			
December .....	1,590,082	1,610,256	1,718,079	282,710	306,704	344,196	141,950	148,945	156,458			
Annual totals .....	15,444,341	16,283,558	16,502,079	3,125,883	3,287,247	3,473,883	1,119,724	1,177,507	1,224,600			
	General stores			Department stores			Variety stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	41,313	44,071	43,064	84,893	89,292	89,785	16,644	17,476	18,620			
February .....	37,952	39,914	39,330	78,297	86,374	88,412	16,144	16,797	18,157			
March .....	43,866	43,777	42,866	99,701	102,011	102,737	21,394	23,428	21,650			
April .....	48,754	49,627	51,606	105,013	108,732	117,248	24,379	22,806	29,820			
May .....	57,755	56,064	54,941	111,996	117,494	117,034	26,702	27,463	27,083			
June .....	54,564	54,592	56,403	100,095	110,484	112,763	24,274	26,336	28,314			
July .....	55,245	57,686	60,266	89,209	97,043	94,584	24,921	26,469	27,763			
August .....	57,178	56,748	57,458	98,063	100,725	107,804	25,420	25,604	26,553			
September .....	52,854	53,843	56,480	119,181	127,262	126,853	24,550	26,469	28,914			
October .....	56,412	58,455	57,956	123,460	134,686	135,462	26,396	29,522	29,435			
November .....	55,476	52,714	54,490	147,377	152,983	157,016	28,498	28,974	30,630			
December .....	63,340	62,286	65,562	188,032	192,927	203,787	55,792	59,250	63,491			
Annual totals .....	624,709	629,776	640,423	1,345,317	1,420,016	1,453,486	315,112	330,594	350,430			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	180,792	184,841	167,913	75,922	84,218	83,100	19,117	21,330	22,553	14,486	14,771	15,470
February .....	171,056	196,823	194,510	72,296	78,415	78,519	13,706	14,357	14,515	11,010	11,334	11,291
March .....	222,367	246,785	240,845	78,652	83,796	86,619	17,868	17,909	16,977	16,503	15,831	13,911
April .....	251,948	284,550	267,524	83,822	91,568	95,273	18,219	18,203	21,932	18,639	17,455	21,587
May .....	254,054	279,136	271,946	91,946	95,138	96,957	19,607	20,589	19,618	19,287	19,352	18,198
June .....	232,967	269,766	260,404	87,956	94,998	99,958	19,308	21,348	22,390	17,663	17,844	18,493
July .....	215,965	237,736	212,816	97,758	105,381	109,364	17,421	18,351	19,260	15,960	16,133	16,400
August .....	178,945	193,758	192,188	93,939	98,510	103,081	16,563	16,744	18,336	16,794	15,630	16,906
September .....	167,639	182,348	177,844	85,122	93,254	99,580	16,980	17,812	19,054	17,932	18,460	20,175
October .....	181,149	204,957	186,377	92,032	98,589	100,416	20,664	22,946	22,262	22,019	23,730	23,806
November .....	177,603	180,201	201,691	87,184	89,827	93,495	23,486	23,578	23,096	23,486	22,572	23,270
December .....	179,098	152,511	176,906	90,090	89,888	99,120	34,631	36,716	38,926	32,780	32,706	35,821
Annual totals .....	2,413,581	2,613,412	2,550,964	1,036,718	1,103,580	1,145,481	237,572	249,882	258,919	226,558	225,818	235,327

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Canada—Estimated Retail Trade—by Kinds of Business and Months, 1958, 1959 and 1960—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	18,619	19,409	20,069	9,868	10,100	11,336	18,192	18,347	18,234	26,666	26,052	26,006
February .....	14,002	14,977	15,720	6,950	7,058	8,077	16,268	17,406	18,382	23,649	26,035	24,978
March .....	21,220	20,874	19,666	10,874	10,780	10,000	20,350	20,282	20,342	28,262	30,726	27,203
April .....	22,226	22,712	24,461	12,590	12,877	17,268	24,870	25,300	24,993	34,330	37,325	28,963
May .....	24,396	25,296	23,677	13,912	15,356	15,120	30,836	31,130	30,196	47,114	45,456	38,920
June .....	20,748	21,970	23,622	12,614	13,867	15,913	28,916	31,113	30,374	49,017	52,888	44,828
July .....	19,981	21,396	21,246	12,058	13,003	13,812	28,538	29,806	28,828	51,408	55,000	44,283
August .....	19,266	18,350	19,117	11,743	11,360	12,193	27,954	28,418	28,133	47,578	48,694	44,600
September .....	21,694	22,528	24,043	12,449	14,055	15,459	28,738	29,576	30,669	49,187	48,775	43,702
October .....	24,159	26,168	25,268	12,281	14,370	14,071	30,000	32,083	31,031	50,650	47,703	44,496
November .....	23,553	23,219	23,716	13,802	14,058	13,581	27,627	26,772	27,734	43,224	41,993	40,305
December .....	35,082	36,283	36,409	17,132	18,155	22,002	35,546	36,183	37,354	30,556	31,641	27,587
<b>Annual totals .....</b>	<b>264,946</b>	<b>273,181</b>	<b>277,012</b>	<b>146,272</b>	<b>155,039</b>	<b>168,833</b>	<b>317,836</b>	<b>326,416</b>	<b>326,270</b>	<b>481,640</b>	<b>492,287</b>	<b>435,870</b>
Furniture, appliance and radio stores				Restaurants				Fuel dealers				
	1958	1959	1960	1958	1959	1960		1958	1959	1960		
January .....	44,194	47,356	45,753	41,027	42,228	44,060		44,240	47,596	44,156		
February .....	37,656	38,164	36,739	38,074	39,914	42,474		43,718	46,524	40,254		
March .....	44,240	41,343	41,203	43,748	44,618	45,695		31,258	36,952	40,504		
April .....	43,300	46,044	44,662	44,246	46,030	48,127		21,286	25,503	24,394		
May .....	47,685	48,665	44,499	48,093	48,874	48,212		16,657	16,390	15,092		
June .....	42,901	46,116	42,156	46,441	48,351	48,771		13,983	13,828	12,875		
July .....	43,679	45,728	38,964	50,103	52,759	52,502		11,968	11,272	10,244		
August .....	46,820	47,484	43,774	50,798	53,786	52,303		13,816	13,800	12,068		
September .....	51,016	51,264	47,691	46,469	49,912	49,130		19,818	21,049	18,008		
October .....	52,715	56,356	49,929	45,815	48,421	47,284		27,507	28,180	26,622		
November .....	51,813	53,263	53,323	43,894	45,384	45,000		31,991	36,310	32,444		
December .....	59,752	59,348	57,861	44,124	46,429	45,857		50,055	44,446	47,156		
<b>Annual totals .....</b>	<b>565,772</b>	<b>581,132</b>	<b>546,554</b>	<b>542,833</b>	<b>566,707</b>	<b>569,414</b>		<b>326,298</b>	<b>341,850</b>	<b>323,817</b>		
Drug stores				Jewellery stores				Miscellaneous				
	1958	1959	1960	1958	1959	1960		1958	1959	1960		
January .....	30,907	32,732	34,358	7,639	8,442	8,240		115,319	124,356	123,075		
February .....	28,491	30,330	32,371	7,438	8,012	8,173		106,128	115,481	118,673		
March .....	30,635	33,225	33,712	8,423	9,121	8,434		136,480	148,980	148,734		
April .....	30,785	32,026	34,913	8,842	8,508	9,753		159,384	173,068	177,022		
May .....	32,456	34,080	32,403	10,410	10,032	9,526		177,510	186,358	190,043		
June .....	30,094	32,220	33,134	10,218	10,901	10,508		158,667	177,949	182,049		
July .....	31,061	33,454	33,840	9,233	9,789	9,133		164,440	184,041	175,448		
August .....	30,966	32,277	32,746	10,260	10,064	9,631		169,270	174,588	178,702		
September .....	31,094	32,789	34,062	9,930	10,106	10,551		153,734	164,454	167,990		
October .....	33,442	35,798	35,769	9,869	10,328	9,605		164,687	177,707	166,478		
November .....	30,210	31,361	32,753	11,312	11,167	11,387		154,824	159,430	158,014		
December .....	42,590	44,772	45,986	29,547	30,001	29,235		177,275	181,065	184,365		
<b>Annual totals .....</b>	<b>382,731</b>	<b>405,063</b>	<b>416,048</b>	<b>133,120</b>	<b>136,573</b>	<b>134,156</b>		<b>1,837,717</b>	<b>1,967,476</b>	<b>1,970,594</b>		

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Atlantic Provinces - Estimated Retail Trade - by Kinds of Business and Months, 1958, 1959 and 1960 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
	thousands of dollars											
January .....	86,260	91,724	93,330	22,630	25,001	25,403	6,316	6,664	6,500			
February .....	81,251	86,492	93,709	21,462	23,236	24,234	5,967	6,089	6,896			
March .....	98,057	101,315	104,305	23,224	24,229	25,640	6,856	7,010	7,122			
April .....	106,737	111,216	123,750	22,762	24,397	27,801	7,276	7,532	7,850			
May .....	119,709	123,173	127,214	26,437	27,272	25,981	7,825	7,745	8,079			
June .....	111,243	119,150	128,660	23,580	25,292	27,491	7,698	8,091	8,983			
July .....	111,487	121,961	124,199	24,866	27,634	28,934	8,488	9,402	9,605			
August .....	111,011	115,339	119,243	25,798	26,907	27,459	9,096	9,180	9,862			
September .....	104,682	112,417	118,821	23,712	25,514	28,148	7,475	8,019	8,698			
October .....	110,652	122,723	120,893	25,106	28,039	27,994	7,644	8,198	7,995			
November .....	110,014	113,102	122,044	24,631	24,773	26,446	7,020	7,295	7,791			
December .....	138,988	143,027	153,526	27,449	29,258	32,244	10,554	11,292	11,873			
Annual totals .....	1,290,091	1,361,640	1,429,695	291,655	311,532	327,774	92,215	96,518	101,255			
	General stores			Department stores			Variety stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	9,546	10,132	10,246	5,390	5,607	5,430	1,486	1,612	1,685			
February .....	8,834	9,056	9,654	5,670	5,712	6,057	1,541	1,578	1,844			
March .....	10,229	9,958	10,330	6,994	7,107	7,080	2,112	2,416	2,123			
April .....	10,863	10,888	11,562	8,433	8,412	9,215	2,452	2,289	3,313			
May .....	13,234	12,772	13,076	9,029	9,222	9,574	2,636	2,822	2,996			
June .....	11,982	12,334	12,962	7,962	8,491	8,843	2,470	2,728	3,178			
July .....	12,310	12,792	13,448	6,453	7,226	6,707	2,518	2,823	3,183			
August .....	12,223	12,882	13,033	7,013	7,155	7,751	2,669	2,915	3,249			
September .....	11,573	12,136	12,953	7,762	8,159	8,202	2,504	2,884	3,374			
October .....	12,181	13,246	12,920	9,262	9,535	9,888	2,709	3,125	3,282			
November .....	11,883	11,975	12,590	11,075	11,746	12,460	3,136	3,238	3,753			
December .....	14,404	14,650	15,107	14,286	14,315	14,537	6,343	7,080	7,972			
Annual totals .....	139,256	142,819	147,880	99,328	102,688	105,743	32,576	35,509	39,952			
	Motor vehicle dealers		Garages and service stations			Men's clothing stores			Family clothing stores			
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	12,972	13,070	13,437	5,592	6,437	7,028	894	964	918	1,942	2,027	2,014
February .....	12,374	14,025	17,008	5,247	5,843	6,371	855	769	810	1,567	1,540	1,555
March .....	18,641	20,068	20,425	6,191	6,519	7,185	945	898	853	2,245	2,146	1,831
April .....	22,837	25,460	27,118	6,327	6,772	7,221	1,037	903	1,166	2,729	2,414	3,148
May .....	23,614	25,957	28,795	7,316	7,663	8,153	1,159	1,065	1,143	2,904	2,898	2,771
June .....	22,276	24,839	27,355	7,218	7,977	8,652	1,143	1,095	1,187	2,782	2,730	2,846
July .....	20,661	23,175	22,428	8,234	9,704	9,904	1,029	982	987	2,372	2,446	2,312
August .....	17,603	17,952	19,171	8,305	9,426	9,207	1,060	1,011	1,093	2,363	2,361	2,311
September .....	15,803	17,365	18,653	7,188	8,627	8,174	966	915	1,002	2,363	2,514	2,570
October .....	15,728	19,023	18,801	7,325	8,594	7,782	1,104	1,152	1,192	3,145	3,485	3,252
November .....	14,768	15,890	18,464	7,184	7,764	7,750	1,248	1,189	1,365	3,274	3,091	3,286
December .....	14,314	13,763	16,627	7,156	7,864	7,882	2,316	2,327	2,577	5,365	5,335	5,782
Annual totals .....	211,592	230,588	248,282	83,284	93,192	95,308	13,757	13,270	14,292	33,052	32,987	33,677

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Atlantic Provinces — Estimated Retail Trade — by Kinds of Business and Months, 1958, 1959 and 1960 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
	thousands of dollars											
January .....	705	768	688	601	544	571	1,137	1,068	1,149	853	894	1,146
February .....	546	598	574	488	434	525	949	931	1,006	867	886	1,148
March .....	785	775	634	734	650	568	1,176	1,176	1,195	1,003	1,017	1,315
April .....	917	856	1,030	907	816	1,073	1,437	1,438	1,532	1,128	1,136	1,378
May .....	1,048	1,052	975	1,016	999	1,023	1,837	1,872	1,864	1,577	1,615	1,954
June .....	947	907	987	1,001	950	1,080	1,849	1,951	1,963	1,720	1,965	2,384
July .....	834	867	820	857	903	873	1,967	1,939	1,927	1,830	2,051	2,119
August .....	828	846	749	846	802	827	1,762	1,849	1,860	1,736	1,966	2,337
September .....	873	961	943	927	934	1,048	1,876	1,990	2,061	1,894	2,071	2,309
October .....	1,020	1,164	1,028	895	954	961	1,989	2,122	2,093	1,814	2,088	2,073
November .....	1,019	1,044	1,032	898	865	862	1,734	1,768	1,922	1,406	1,514	1,645
December .....	1,692	1,883	1,812	1,470	1,385	1,592	2,328	2,414	2,553	1,426	1,510	1,539
Annual totals .....	11,214	11,721	11,272	10,640	10,237	11,004	20,038	20,518	21,124	17,253	18,713	21,347
	Furniture, appliance and radio stores			Restaurants			Fuel dealers					
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	2,796	2,425	2,898	1,784	1,847	2,065	1,891	2,157	1,902			
February .....	2,588	2,289	2,668	1,673	1,697	1,940	1,848	2,176	1,520			
March .....	3,094	2,645	2,852	1,993	2,037	2,159	1,661	1,840	1,706			
April .....	3,002	2,793	3,151	2,046	2,032	2,580	1,109	1,236	1,067			
May .....	3,639	3,531	3,466	2,151	2,265	2,450	917	862	682			
June .....	3,527	3,593	3,818	2,233	2,283	2,498	776	805	668			
July .....	3,112	3,286	3,262	2,660	2,788	3,142	715	605	586			
August .....	3,291	3,175	3,220	2,824	2,873	3,056	786	675	559			
September .....	3,763	3,683	4,048	2,290	2,423	2,632	1,322	1,307	947			
October .....	3,724	3,886	3,670	2,098	2,289	2,332	1,859	1,562	1,363			
November .....	3,830	3,653	3,665	1,924	2,087	2,193	1,824	1,626	1,441			
December .....	5,679	5,377	5,387	1,996	2,225	2,336	2,728	1,827	1,860			
Annual totals .....	42,045	40,336	42,103	25,673	26,844	29,382	17,437	16,678	14,303			
	Drug stores			Jewellery stores			Miscellaneous					
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	2,164	2,352	2,428	514	574	435	7,046	7,579	7,390			
February .....	2,055	2,217	2,461	538	506	416	6,182	6,909	7,023			
March .....	2,207	2,477	2,456	592	585	471	7,381	7,761	8,361			
April .....	2,192	2,455	2,600	588	530	498	8,695	8,856	10,446			
May .....	2,294	2,504	2,421	726	699	547	10,351	10,357	11,263			
June .....	2,179	2,359	2,528	755	812	727	9,145	9,949	10,513			
July .....	2,256	2,461	2,541	761	734	676	9,565	10,141	10,744			
August .....	2,294	2,456	2,584	904	847	701	9,611	10,063	10,216			
September .....	2,223	2,375	2,554	767	737	682	9,402	9,806	9,824			
October .....	2,466	2,697	2,793	713	724	586	9,870	10,841	10,889			
November .....	2,166	2,287	2,455	874	821	771	10,117	10,476	12,153			
December .....	3,106	3,337	3,561	2,393	2,388	2,066	13,984	14,799	16,219			
Annual totals .....	27,603	29,977	31,381	10,124	9,957	8,575	111,348	117,537	125,040			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1958, 1959 and 1960 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
	thousands of dollars											
January .....	260,838	280,701	278,460	68,376	76,814	76,986	21,680	22,870	23,792			
February .....	246,573	270,282	272,558	64,538	68,972	73,922	21,188	23,186	26,160			
March .....	293,227	303,480	313,668	72,008	72,272	78,062	22,705	25,310	25,071			
April .....	310,295	327,623	344,496	70,253	75,526	81,316	24,927	26,183	28,116			
May .....	339,606	358,501	348,248	79,866	84,296	80,556	25,682	27,204	25,602			
June .....	305,293	328,273	341,413	70,829	76,882	83,568	24,874	27,156	28,614			
July .....	300,294	323,161	317,055	71,399	78,832	83,117	27,306	29,465	29,400			
August .....	295,264	309,105	313,410	73,976	75,742	76,869	26,152	28,119	28,457			
September .....	294,179	315,855	325,307	68,902	75,242	82,185	25,826	28,792	29,009			
October .....	319,024	352,835	336,809	76,204	84,247	81,636	27,437	31,404	30,130			
November .....	313,842	328,925	343,378	71,675	74,975	78,644	27,016	28,493	31,259			
December .....	368,216	378,815	409,542	79,323	87,521	96,299	36,318	37,605	39,852			
Annual totals .....	3,646,651	3,877,558	3,944,345	867,348	931,320	973,162	311,110	325,787	345,462			
	General stores			Department stores			Variety stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	6,651	6,833	7,164	13,808	13,973	14,211	4,492	4,574	4,971			
February .....	5,793	6,055	5,724	13,454	14,705	14,970	4,165	4,401	4,615			
March .....	6,475	6,638	6,192	17,992	17,776	17,865	5,783	6,246	5,988			
April .....	7,731	7,544	8,408	18,342	18,800	20,981	6,681	6,138	8,159			
May .....	9,374	9,693	9,910	20,236	21,005	21,236	7,594	8,218	7,701			
June .....	9,116	8,858	9,332	17,374	18,503	19,558	6,832	7,136	8,100			
July .....	9,179	9,626	9,649	14,422	15,056	15,147	6,648	6,983	7,493			
August .....	8,942	9,106	9,062	15,848	16,736	18,493	6,737	6,864	7,130			
September .....	9,467	9,944	9,748	20,763	21,968	22,956	6,396	6,990	8,043			
October .....	11,131	11,367	11,496	21,551	23,426	23,144	6,848	7,849	8,070			
November .....	10,003	9,822	10,071	24,889	23,436	26,759	6,921	7,131	7,906			
December .....	10,658	10,653	11,237	32,813	33,469	36,080	13,261	14,597	15,896			
Annual totals .....	104,519	106,140	107,992	231,491	240,854	251,400	82,359	87,129	94,073			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	36,004	37,244	33,839	17,213	19,959	20,003	4,552	5,049	5,827	4,698	5,013	4,784
February .....	37,247	44,262	40,820	16,512	18,218	17,453	2,979	3,527	3,509	3,755	4,049	3,604
March .....	48,709	49,691	54,063	17,118	19,149	20,939	5,091	5,066	5,382	6,486	6,022	5,132
April .....	58,179	61,131	60,967	18,546	21,608	23,207	5,440	5,272	6,993	7,043	6,641	8,032
May .....	55,938	58,834	61,658	20,824	22,251	23,708	5,361	6,127	6,504	7,093	7,505	6,734
June .....	48,736	53,295	55,230	19,719	21,798	23,870	5,398	6,332	7,332	6,521	6,542	6,444
July .....	43,369	45,261	43,330	21,248	23,433	24,832	4,702	5,270	5,863	5,721	5,870	5,566
August .....	33,872	36,523	38,348	21,424	23,948	25,384	4,682	5,402	6,620	5,966	5,612	5,705
September .....	32,540	34,490	34,700	19,949	22,730	24,125	4,321	4,392	5,169	6,267	6,574	6,972
October .....	34,139	40,707	37,344	21,082	23,229	23,326	5,600	6,497	6,284	8,310	8,741	8,399
November .....	33,681	34,924	41,742	20,710	21,670	23,828	5,941	6,419	6,393	8,529	8,458	8,220
December .....	32,686	26,616	35,834	20,399	20,571	23,556	8,107	9,271	10,667	10,609	10,996	11,808
Annual totals .....	495,100	522,978	537,876	234,745	258,564	274,230	62,175	68,624	76,543	80,999	82,023	81,401

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Quebec — Estimated Retail Trade — by Kinds of Business and Months, 1958, 1959 and 1960 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	4,739	4,897	5,280	2,207	2,320	2,772	3,342	3,364	3,634	4,686	4,419	4,120
February .....	3,821	4,140	4,546	1,758	1,807	2,199	3,267	3,467	3,849	4,349	4,952	4,174
March .....	6,611	6,131	6,357	2,998	2,912	2,992	4,237	4,040	4,410	6,281	6,508	5,878
April .....	6,506	6,600	6,134	3,567	3,809	5,338	5,354	5,154	5,192	6,705	7,565	5,375
May .....	6,994	7,105	7,202	3,732	4,404	4,784	7,197	7,501	7,571	9,612	9,671	7,554
June .....	6,346	6,520	7,427	3,645	3,892	4,970	6,437	6,957	6,944	8,983	9,250	7,552
July .....	5,743	6,066	6,028	3,287	3,499	3,785	6,783	6,976	6,483	10,103	10,074	7,873
August .....	5,842	5,418	5,986	3,176	3,187	3,643	6,193	5,972	5,804	9,324	8,682	7,504
September .....	6,099	6,062	6,813	3,278	3,756	4,393	6,605	7,165	7,333	9,088	8,646	6,838
October .....	6,395	6,632	6,832	3,227	3,934	3,779	7,040	8,042	7,862	9,355	9,136	7,566
November .....	6,177	5,993	6,379	3,924	4,220	4,164	5,832	6,108	6,015	8,215	8,460	7,343
December .....	8,611	8,502	9,083	4,862	5,160	6,928	6,546	6,593	7,084	5,905	5,380	5,130
<b>Annual totals .....</b>	<b>73,883</b>	<b>74,066</b>	<b>78,068</b>	<b>39,660</b>	<b>42,899</b>	<b>49,747</b>	<b>68,832</b>	<b>71,350</b>	<b>72,179</b>	<b>92,608</b>	<b>92,744</b>	<b>76,908</b>
Furniture, appliance and radio stores				Restaurants			Fuel dealers					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	12,704	13,466	12,244	10,658	10,805	11,611	12,917	14,397	14,333			
February .....	10,794	11,073	11,402	9,676	9,934	11,010	12,884	14,559	12,583			
March .....	12,574	12,776	13,242	10,989	11,059	12,005	9,097	11,162	12,260			
April .....	13,359	15,170	15,495	11,306	12,001	12,675	5,645	6,682	7,468			
May .....	14,660	15,763	15,713	12,349	12,819	12,932	4,473	3,499	3,458			
June .....	11,562	13,681	13,490	12,090	12,820	13,190	3,667	3,342	3,034			
July .....	11,676	13,416	12,136	12,172	13,094	13,008	3,119	2,613	2,426			
August .....	13,148	14,074	14,364	13,165	14,204	13,805	3,178	3,306	2,675			
September .....	13,885	14,114	14,309	12,242	13,740	13,431	4,967	5,480	4,976			
October .....	15,364	17,686	16,879	12,211	13,441	13,191	7,180	7,529	7,388			
November .....	14,485	15,439	16,493	11,946	12,263	12,019	8,607	10,322	9,509			
December .....	15,615	16,391	17,456	11,795	12,676	12,369	14,782	13,347	14,118			
<b>Annual totals .....</b>	<b>159,826</b>	<b>173,050</b>	<b>173,222</b>	<b>140,599</b>	<b>148,857</b>	<b>151,246</b>	<b>90,515</b>	<b>96,236</b>	<b>94,230</b>			
Drug stores			Jewellery stores			Miscellaneous						
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	6,814	7,389	7,755	1,539	1,553	1,601	23,757	25,751	23,535			
February .....	6,396	6,821	7,209	1,680	1,739	1,854	22,316	24,415	22,955			
March .....	6,721	7,637	7,590	2,009	2,248	1,729	29,343	30,837	28,510			
April .....	6,728	7,357	7,754	2,336	1,994	2,694	31,646	32,446	30,192			
May .....	6,923	7,219	7,125	2,260	2,190	2,046	39,437	43,197	36,252			
June .....	6,519	7,118	7,347	2,215	2,310	2,092	34,428	35,882	33,321			
July .....	6,674	7,408	7,598	1,748	1,889	1,700	34,997	38,331	31,619			
August .....	6,490	7,030	7,357	1,985	2,034	1,966	35,165	37,146	34,238			
September .....	6,723	7,257	7,693	2,030	2,213	2,178	34,830	36,300	34,436			
October .....	7,005	7,600	7,986	1,873	2,032	1,935	37,074	39,336	33,561			
November .....	6,426	7,065	7,673	2,032	2,219	2,405	36,832	39,508	36,556			
December .....	8,306	8,941	9,444	5,846	6,169	5,907	41,776	44,358	40,793			
<b>Annual totals .....</b>	<b>81,725</b>	<b>88,840</b>	<b>92,531</b>	<b>27,553</b>	<b>28,590</b>	<b>28,107</b>	<b>401,603</b>	<b>427,506</b>	<b>385,968</b>			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1958, 1959 and 1960 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
	thousands of dollars											
January .....	437,812	472,565	471,850	97,879	108,354	112,449	28,815	31,885	32,937			
February .....	402,299	427,618	440,821	92,068	93,541	101,372	29,229	31,062	33,926			
March .....	471,821	483,031	498,420	103,400	97,173	108,580	32,858	34,309	35,526			
April .....	486,982	516,594	548,208	98,729	100,764	118,944	34,097	34,538	40,006			
May .....	538,399	558,822	539,551	113,618	111,850	108,030	40,094	40,625	38,931			
June .....	497,279	541,189	550,690	101,602	102,462	112,912	36,852	39,600	41,905			
July .....	498,764	538,557	529,871	100,970	107,489	116,901	38,934	43,255	45,439			
August .....	481,849	482,824	488,290	105,941	101,380	103,280	40,113	43,589	43,910			
September .....	468,060	495,874	510,574	96,743	101,714	114,532	34,641	38,516	41,882			
October .....	518,508	557,627	529,373	108,313	119,058	115,802	44,644	41,690	41,862			
November .....	512,751	520,302	535,553	101,702	100,138	107,632	37,038	37,181	38,851			
December .....	619,922	623,393	669,503	109,708	116,147	134,263	56,913	60,773	63,228			
Annual totals .....	5,934,446	6,218,395	6,312,705	1,230,673	1,260,069	1,354,696	454,228	477,023	498,402			
	General stores			Department stores			Variety stores					
	1958 <sup>1</sup>	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	8,501	9,065	8,272	27,698	30,440	30,976	7,818	8,207	8,682			
February .....	7,603	7,937	7,230	26,040	28,566	29,085	7,574	7,710	8,407			
March .....	8,695	8,327	7,773	32,970	33,894	34,256	9,966	10,595	9,776			
April .....	9,729	9,432	9,540	35,331	36,497	38,897	11,156	10,409	13,248			
May .....	11,452	10,859	9,729	36,273	39,647	39,805	12,043	12,050	11,878			
June .....	10,535	10,474	10,292	33,075	36,746	37,834	11,043	12,012	12,454			
July .....	11,271	11,752	11,261	28,833	31,111	31,080	11,766	12,240	12,407			
August .....	11,840	11,201	10,963	31,352	30,757	34,717	11,842	11,269	11,508			
September .....	9,993	9,814	9,920	39,172	42,697	42,212	11,540	12,136	12,682			
October .....	10,366	10,531	9,952	41,693	46,821	47,046	12,376	13,660	13,052			
November .....	9,929	9,250	9,384	51,251	54,736	55,780	13,518	13,620	13,517			
December .....	11,298	10,769	11,561	65,440	68,516	71,999	26,901	27,261	28,538			
Annual totals .....	121,211	119,410	115,878	449,128	480,426	493,686	147,544	151,168	156,149			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	69,043	72,238	66,652	33,344	35,819	34,838	8,399	9,263	9,364	4,497	4,276	4,274
February .....	61,990	69,414	69,299	32,383	34,639	34,411	5,926	6,182	6,202	3,367	3,444	3,364
March .....	80,780	87,926	89,060	34,868	35,891	36,096	7,445	7,370	6,473	4,828	4,632	3,763
April .....	84,479	101,033	93,612	35,961	38,046	39,604	7,105	7,263	8,296	5,321	5,149	5,953
May .....	89,848	101,458	97,942	38,774	40,042	39,706	7,809	8,251	7,127	5,404	5,460	4,842
June .....	83,095	99,176	95,548	37,420	40,052	41,301	7,838	8,501	8,548	4,726	5,004	4,904
July .....	78,695	86,865	77,366	42,545	44,774	45,649	7,347	7,424	7,717	4,480	4,438	4,326
August .....	60,893	64,692	63,455	38,595	39,872	42,202	6,251	5,802	5,994	4,773	4,151	4,338
September .....	57,819	62,669	60,558	35,195	38,224	41,039	7,054	7,607	7,731	5,321	5,663	5,719
October .....	66,331	75,896	64,356	38,260	40,068	41,685	8,551	9,434	8,626	5,973	6,915	6,330
November .....	70,133	68,154	77,892	36,004	37,168	37,971	9,823	9,821	9,064	6,706	6,857	6,553
December .....	67,234	54,906	63,444	39,556	38,872	42,880	15,001	15,544	15,673	10,496	10,500	10,750
Annual totals .....	871,339	944,426	919,186	442,908	464,468	477,381	98,547	102,462	100,815	65,891	66,487	65,115

Note: Any slight differences between the totals and their components are due to the rounding of figures.

TABLE 5. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1958, 1959 and 1960 - Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building materials dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	8,041	8,492	8,902	4,992	4,909	5,597	6,558	6,716	6,756	10,160	9,661	9,313
February .....	5,831	6,371	6,588	3,256	3,210	3,531	5,560	5,623	6,075	8,193	9,088	8,436
March .....	8,841	8,626	8,196	5,135	4,904	4,290	7,034	6,652	6,687	9,740	10,222	8,707
April .....	8,930	9,254	11,183	5,686	5,613	7,635	8,264	7,761	7,942	12,352	12,790	9,307
May .....	9,825	10,890	10,097	6,186	6,979	6,526	10,793	10,829	10,163	17,197	15,812	12,651
June .....	8,493	9,173	9,965	5,751	6,450	7,118	9,867	10,632	9,962	17,243	18,513	15,292
July .....	8,445	9,061	9,343	5,615	5,929	6,380	9,646	10,015	9,776	18,064	18,709	14,816
August .....	7,616	7,052	7,605	5,438	4,857	5,163	9,211	9,416	9,577	15,929	15,708	14,164
September .....	9,164	9,701	10,505	5,859	6,605	7,021	9,426	9,225	9,391	15,682	15,367	13,890
October .....	10,265	11,557	11,057	5,787	6,607	6,438	9,506	10,165	9,541	16,565	15,728	13,541
November .....	10,118	10,286	10,542	6,650	6,638	5,982	8,611	8,515	8,400	14,927	14,732	14,016
December .....	15,880	16,688	16,610	8,183	8,460	10,167	11,913	12,086	12,075	10,547	11,278	9,769
<b>Annual totals .....</b>	<b>111,451</b>	<b>117,150</b>	<b>120,592</b>	<b>68,539</b>	<b>71,161</b>	<b>75,847</b>	<b>106,395</b>	<b>107,635</b>	<b>106,344</b>	<b>166,598</b>	<b>167,609</b>	<b>143,903</b>
Furniture, appliance and radio stores				Restaurants			Fuel Dealers					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	16,341	18,943	19,601	16,784	17,883	18,480	23,226	23,929	21,433			
February .....	13,366	13,872	12,850	15,553	16,847	17,505	23,626	23,625	20,590			
March .....	17,474	15,247	15,715	18,135	18,858	19,174	15,915	18,968	20,872			
April .....	16,367	16,140	16,179	17,818	18,443	19,166	11,372	13,902	12,496			
May .....	18,467	17,885	16,340	19,893	20,466	19,967	9,083	9,044	8,048			
June .....	17,161	17,411	15,378	18,546	19,524	19,344	7,766	7,525	6,901			
July .....	18,603	17,977	14,701	19,806	21,353	20,982	6,583	6,463	5,684			
August .....	18,195	17,368	15,127	19,814	21,202	20,306	8,263	8,146	6,955			
September .....	20,109	19,539	17,097	18,487	20,157	19,893	10,470	11,112	9,118			
October .....	20,243	20,873	18,054	18,199	19,321	18,973	14,276	14,516	14,066			
November .....	19,793	21,678	21,464	17,636	18,518	18,776	16,115	18,262	16,407			
December .....	23,117	23,043	21,455	17,682	18,906	18,935	25,504	23,049	25,066			
<b>Annual totals .....</b>	<b>219,236</b>	<b>219,975</b>	<b>203,960</b>	<b>218,352</b>	<b>231,481</b>	<b>231,501</b>	<b>172,199</b>	<b>178,541</b>	<b>167,635</b>			
Drug stores				Jewellery stores			Miscellaneous					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	13,210	14,136	15,199	3,362	4,036	4,043	49,143	54,312	54,083			
February .....	11,965	12,851	14,149	3,227	3,710	3,938	45,543	49,927	53,863			
March .....	12,989	14,011	14,687	3,602	4,028	4,114	57,146	61,398	64,674			
April .....	12,803	13,268	14,877	3,604	3,772	4,195	66,876	72,520	77,128			
May .....	13,795	14,621	14,001	4,673	4,569	4,419	73,174	77,486	79,350			
June .....	12,703	13,798	14,414	4,395	4,976	4,923	69,168	79,160	81,698			
July .....	13,154	14,328	14,480	4,111	4,592	4,315	69,897	80,781	77,249			
August .....	12,822	13,624	13,799	4,445	4,493	4,355	68,515	68,246	70,875			
September .....	12,980	13,895	14,558	4,355	4,568	4,925	64,049	66,664	67,901			
October .....	13,956	15,266	15,022	4,518	4,842	4,463	68,687	73,681	69,505			
November .....	12,799	13,369	14,032	5,118	5,121	5,158	64,879	66,261	64,132			
December .....	18,400	19,519	20,297	13,034	13,547	13,318	73,111	73,529	79,476			
<b>Annual totals .....</b>	<b>161,576</b>	<b>172,685</b>	<b>179,514</b>	<b>58,444</b>	<b>62,253</b>	<b>62,164</b>	<b>770,187</b>	<b>823,966</b>	<b>839,936</b>			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1958, 1959 and 1960 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
	thousands of dollars											
January .....	52,135	57,065	58,210	9,834	10,359	11,338	2,462	2,465	2,512			
February .....	48,642	52,384	55,067	9,616	9,338	10,565	2,434	2,477	2,582			
March .....	59,951	62,856	64,237	10,498	9,763	11,761	2,683	2,864	2,696			
April .....	63,651	68,984	70,782	9,879	9,676	11,567	2,883	2,938	3,425			
May .....	68,085	71,471	74,618	11,571	10,992	11,060	2,878	2,978	2,919			
June .....	63,387	71,248	75,307	9,979	10,472	11,783	2,864	2,801	3,009			
July .....	63,930	71,926	70,461	10,237	11,190	12,279	2,904	2,898	2,769			
August .....	64,674	70,420	72,058	10,752	11,046	11,409	3,079	2,927	2,838			
September .....	62,753	69,499	71,329	9,869	10,916	12,752	2,887	2,869	3,022			
October .....	65,748	73,334	75,472	10,640	12,442	11,945	3,120	3,070	3,245			
November .....	64,545	66,720	71,276	10,164	10,353	11,360	2,952	2,725	2,879			
December .....	76,102	76,987	83,686	10,970	12,038	13,976	5,541	5,388	5,656			
Annual totals .....	753,603	812,894	842,503	124,009	128,587	141,794	36,687	36,399	37,552			
	General stores			Department stores			Variety stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	3,218	3,756	3,751	7,519	7,940	8,259	434	460	493			
February .....	2,998	3,266	3,413	7,036	8,092	8,266	394	431	471			
March .....	3,519	3,635	3,750	8,894	9,010	9,057	540	597	547			
April .....	3,637	4,042	4,128	9,080	9,325	9,786	618	576	797			
May .....	3,975	3,886	3,897	9,486	10,103	10,322	691	658	734			
June .....	4,093	4,305	4,331	8,563	10,036	9,868	589	647	711			
July .....	4,370	4,798	4,891	8,669	9,605	9,030	604	656	691			
August .....	4,105	4,073	3,920	8,832	9,344	9,568	604	712	654			
September .....	3,981	4,150	4,204	10,486	11,451	11,052	572	683	741			
October .....	4,052	4,459	4,476	10,088	11,702	12,376	684	795	798			
November .....	4,408	4,412	4,716	12,778	13,801	13,740	717	779	830			
December .....	5,670	5,547	6,174	15,500	15,655	16,353	1,324	1,563	1,678			
Annual totals .....	48,026	50,327	51,651	116,933	126,064	127,677	7,772	8,556	9,147			
	Motor vehicle dealers			Garages and service stations		Men's clothing stores			Family clothing stores			
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	8,286	8,782	7,194	2,281	3,165	2,825	465	511	599	747	958	901
February .....	7,841	8,998	9,501	2,379	2,992	2,783	326	359	412	537	626	585
March .....	11,170	13,025	11,754	2,781	3,159	3,014	464	438	464	774	802	617
April .....	13,141	14,632	13,421	2,444	3,035	3,049	493	481	653	885	922	979
May .....	13,205	14,857	14,614	2,822	3,181	3,103	530	513	607	944	1,004	919
June .....	11,842	13,889	13,579	2,470	3,087	3,212	484	536	618	869	1,006	956
July .....	10,362	11,699	10,383	2,821	3,508	3,487	388	411	469	782	903	796
August .....	9,855	10,963	11,164	2,550	3,138	2,878	388	386	423	818	858	774
September .....	8,347	9,644	9,601	2,668	3,483	3,516	472	477	539	864	943	1,037
October .....	9,693	9,971	12,484	2,934	3,814	3,666	544	557	618	1,062	1,257	1,223
November .....	7,758	8,563	10,501	2,809	3,063	2,904	579	550	592	1,156	1,109	1,105
December .....	8,186	7,648	8,735	3,078	3,026	3,346	804	779	903	1,510	1,517	1,609
Annual totals .....	119,686	132,670	132,928	32,038	38,651	37,783	5,939	5,997	6,897	10,950	11,906	11,502

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Manitoba — Estimated Retail Trade — by Kinds of Business and Months, 1958, 1959 and 1960 — Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	548	563	548	227	242	252	1,023	1,051	1,064	2,434	2,641	2,675
February .....	423	421	426	136	152	163	945	1,048	1,059	2,371	2,434	2,844
March .....	609	556	466	269	250	210	1,164	1,216	1,235	2,407	2,644	2,694
April .....	704	684	740	320	341	422	1,513	1,546	1,613	2,772	3,192	2,796
May .....	761	748	709	382	380	423	1,812	1,760	1,837	4,447	4,286	4,437
June .....	620	607	609	303	355	371	1,797	1,840	2,017	5,028	5,173	5,360
July .....	573	557	536	264	292	317	1,770	1,755	1,843	4,912	5,768	5,200
August .....	617	566	513	260	289	288	1,733	1,704	1,853	4,778	5,214	5,719
September .....	679	664	676	331	372	391	1,773	1,811	2,140	5,330	5,269	5,264
October .....	810	764	791	324	372	400	1,768	1,873	1,934	5,221	4,540	5,433
November .....	654	617	612	312	282	340	1,747	1,609	1,759	4,006	3,892	4,223
December .....	954	932	936	277	342	374	2,388	2,394	2,706	2,673	2,953	2,443
<b>Annual totals .....</b>	<b>7,951</b>	<b>7,678</b>	<b>7,564</b>	<b>3,405</b>	<b>3,670</b>	<b>3,952</b>	<b>19,434</b>	<b>19,605</b>	<b>21,058</b>	<b>46,380</b>	<b>48,007</b>	<b>49,089</b>
Furniture, appliance and radio stores				Restaurants			Fuel dealers					
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	2,008	2,145	1,890	1,932	2,024	2,141	1,586	2,219	1,898			
February .....	1,726	1,820	1,675	1,902	2,020	2,098	1,497	1,817	1,731			
March .....	1,965	1,899	1,713	2,066	2,063	2,097	974	1,222	1,515			
April .....	1,846	1,877	1,836	2,131	2,305	2,239	598	869	853			
May .....	1,757	1,813	1,565	2,112	2,137	2,160	398	660	664			
June .....	1,700	1,833	1,656	2,139	2,277	2,307	241	322	387			
July .....	1,819	1,782	1,611	2,515	2,629	2,670	213	285	272			
August .....	1,931	2,043	2,064	2,702	2,884	2,791	271	266	239			
September .....	2,311	2,451	2,544	2,456	2,911	2,923	640	695	591			
October .....	2,209	2,570	2,048	2,374	2,574	2,578	930	1,283	943			
November .....	2,057	2,060	2,099	2,171	2,294	2,394	1,251	1,739	1,288			
December .....	2,457	2,396	2,344	2,204	2,375	2,312	1,950	1,517	1,674			
<b>Annual totals .....</b>	<b>23,786</b>	<b>24,689</b>	<b>23,045</b>	<b>26,705</b>	<b>28,492</b>	<b>28,711</b>	<b>10,551</b>	<b>12,894</b>	<b>12,056</b>			
Drug stores				Jewellery stores			Miscellaneous					
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	1,505	1,555	1,640	346	338	326	5,278	5,893	7,904			
February .....	1,367	1,501	1,602	334	307	311	4,380	4,283	4,580			
March .....	1,492	1,618	1,638	388	338	315	7,293	7,758	8,694			
April .....	1,611	1,675	1,854	389	330	367	8,708	10,540	10,255			
May .....	1,613	1,707	1,724	506	443	449	8,195	9,366	12,475			
June .....	1,477	1,582	1,656	509	460	448	7,816	10,019	12,431			
July .....	1,461	1,589	1,682	427	381	371	8,838	11,219	11,164			
August .....	1,585	1,627	1,666	508	429	414	9,305	11,951	12,882			
September .....	1,584	1,692	1,767	510	455	437	6,993	8,564	8,132			
October .....	1,616	1,794	1,821	500	460	426	7,180	9,036	8,266			
November .....	1,432	1,470	1,597	586	487	510	7,007	6,916	7,825			
December .....	2,116	2,291	2,415	1,343	1,208	1,191	7,154	7,417	8,862			
<b>Annual totals .....</b>	<b>18,859</b>	<b>20,100</b>	<b>21,062</b>	<b>6,345</b>	<b>5,634</b>	<b>5,565</b>	<b>88,148</b>	<b>102,963</b>	<b>113,470</b>			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1958, 1959 and 1960 — Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
	thousands of dollars											
January .....	59,961	62,108	57,979	9,183	10,293	9,810	2,420	2,503	2,547			
February .....	55,204	61,755	59,867	8,892	9,505	9,510	2,330	2,431	2,643			
March .....	66,667	75,251	67,815	10,298	9,629	10,235	2,673	2,867	2,768			
April .....	81,003	88,157	83,285	9,574	10,378	10,919	2,821	2,699	3,145			
May .....	83,045	83,250	78,858	10,604	10,567	9,489	2,891	2,978	2,708			
June .....	79,496	85,153	83,550	9,734	10,408	10,539	3,048	3,048	3,355			
July .....	78,653	84,213	82,620	9,633	10,330	10,462	3,008	3,139	3,179			
August .....	84,471	86,563	87,121	10,594	10,341	10,219	3,206	3,055	3,051			
September .....	77,558	79,444	84,287	9,636	10,422	11,440	2,819	2,834	3,315			
October .....	81,788	84,601	84,250	10,240	11,548	10,510	3,192	3,187	3,528			
November .....	77,807	74,200	78,328	10,246	9,938	10,471	3,061	2,874	3,174			
December .....	87,865	86,190	90,040	10,972	11,675	12,836	5,368	5,527	5,841			
Annual totals .....	913,517	950,884	938,000	119,606	125,033	126,442	36,837	37,142	39,254			
	General stores			Department stores			Variety stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	5,418	5,690	5,604	4,243	4,417	4,086	584	599	614			
February .....	5,168	5,276	5,424	4,181	4,473	4,210	618	667	661			
March .....	6,274	6,382	6,378	5,091	5,437	5,145	743	879	730			
April .....	7,448	7,857	7,811	5,328	5,520	5,533	940	840	970			
May .....	8,507	8,187	8,190	5,449	5,564	5,359	913	880	848			
June .....	7,719	7,808	8,182	5,108	5,618	5,395	854	907	871			
July .....	7,636	7,940	8,289	4,363	4,611	4,433	841	863	880			
August .....	8,713	8,625	8,840	4,862	5,100	5,000	855	859	804			
September .....	7,426	7,479	8,445	5,960	5,942	5,729	861	854	897			
October .....	8,033	7,900	8,400	6,426	6,805	6,903	945	980	1,054			
November .....	7,964	6,966	7,705	7,408	6,912	7,526	1,013	982	1,066			
December .....	8,291	7,904	8,793	9,075	8,676	8,971	1,824	1,959	2,058			
Annual totals .....	88,597	88,012	92,061	67,493	69,075	68,289	10,991	11,269	11,453			
	Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	12,117	11,946	10,143	4,465	4,698	4,612	709	859	806	695	718	922
February .....	11,237	14,616	13,680	3,539	4,016	3,808	555	660	622	498	570	694
March .....	15,374	20,293	16,377	4,646	5,068	5,017	620	811	684	652	816	826
April .....	21,591	24,958	22,483	5,730	6,107	5,340	704	816	920	901	888	1,210
May .....	18,965	20,502	18,269	6,591	6,363	5,972	717	811	702	915	873	994
June .....	18,416	20,337	18,320	5,993	6,472	6,306	694	859	783	927	939	1,150
July .....	16,148	18,307	16,438	7,007	7,335	7,504	520	658	632	764	823	1,073
August .....	15,376	17,260	17,437	7,046	6,491	6,814	562	630	586	730	759	906
September .....	14,685	15,206	16,031	5,594	5,549	6,587	649	791	859	790	766	1,083
October .....	13,838	15,520	15,072	6,320	6,357	7,014	780	1,030	1,110	1,204	1,320	1,822
November .....	12,681	13,722	13,903	6,086	5,800	5,999	971	1,005	1,066	1,304	1,051	1,523
December .....	14,983	13,483	14,280	5,578	5,200	5,562	1,323	1,567	1,560	1,322	1,302	1,705
Annual totals .....	185,411	206,149	192,435	68,593	69,456	70,536	8,803	10,497	10,328	10,702	10,827	13,907

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Saskatchewan—Estimated Retail Trade—by Kinds of Business and Months, 1958, 1959 and 1960—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	635	697	622	202	175	186	2,090	2,104	1,964	2,496	2,417	2,175
February .....	401	494	466	132	128	134	1,712	2,202	2,313	2,027	2,104	1,984
March .....	563	748	520	206	247	203	2,190	2,419	2,283	2,021	2,444	1,948
April .....	762	831	855	301	274	361	2,999	3,340	2,844	2,884	3,374	2,522
May .....	782	868	694	349	309	296	3,082	3,045	3,064	4,816	4,297	3,423
June .....	622	747	651	264	281	274	3,038	3,358	3,136	6,005	6,100	4,553
July .....	590	678	607	241	243	266	2,889	3,246	3,180	6,237	6,313	4,985
August .....	560	636	513	244	233	223	3,056	3,256	3,254	5,928	6,419	5,418
September .....	654	783	712	274	266	318	3,106	3,259	3,707	6,313	6,049	5,192
October .....	876	996	888	278	307	318	3,338	3,591	3,542	6,511	5,804	5,963
November .....	736	734	681	292	223	284	3,707	3,148	3,683	5,305	4,872	4,592
December .....	1,011	1,142	978	268	281	294	4,636	4,791	5,075	3,134	3,207	2,522
<b>Annual totals .....</b>	<b>8,192</b>	<b>9,332</b>	<b>8,186</b>	<b>3,050</b>	<b>2,947</b>	<b>3,158</b>	<b>35,845</b>	<b>37,759</b>	<b>38,045</b>	<b>53,675</b>	<b>53,401</b>	<b>45,277</b>
Furniture, appliance and radio stores				Restaurants			Fuel dealers					
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	1,724	1,560	1,537	2,243	2,372	2,355	746	841	622			
February .....	1,544	1,382	1,336	2,162	2,502	2,579	791	738	557			
March .....	1,777	1,626	1,576	2,501	2,745	2,450	590	442	567			
April .....	1,601	1,764	1,199	2,640	2,820	2,787	319	322	266			
May .....	1,414	1,592	1,076	2,690	2,690	2,543	168	187	194			
June .....	1,410	1,404	1,087	2,643	2,796	2,664	155	199	213			
July .....	1,463	1,426	1,081	2,900	3,072	2,920	189	221	207			
August .....	1,871	1,948	1,604	2,920	3,064	3,116	189	221	248			
September .....	1,958	2,120	1,879	2,642	2,589	2,561	378	378	369			
October .....	2,296	2,174	1,828	2,728	2,738	2,646	538	583	475			
November .....	2,368	2,016	2,564	2,423	2,521	2,496	685	694	489			
December .....	2,366	2,074	2,210	2,450	2,650	2,597	764	634	581			
<b>Annual totals .....</b>	<b>21,792</b>	<b>21,086</b>	<b>18,978</b>	<b>30,942</b>	<b>32,560</b>	<b>31,712</b>	<b>5,511</b>	<b>5,461</b>	<b>4,790</b>			
Drug stores				Jewellery stores			Miscellaneous					
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
January .....	1,645	1,500	1,269	409	386	355	7,938	8,330	7,749			
February .....	1,488	1,441	1,233	370	380	394	7,561	8,169	7,618			
March .....	1,601	1,545	1,320	412	427	418	8,435	10,425	8,371			
April .....	1,654	1,549	1,450	442	441	488	12,365	13,381	12,181			
May .....	1,702	1,672	1,248	552	534	503	11,939	11,331	13,285			
June .....	1,575	1,470	1,285	578	586	572	10,711	11,838	14,214			
July .....	1,582	1,481	1,306	506	512	511	12,136	13,016	14,667			
August .....	1,828	1,667	1,397	536	514	487	15,398	15,486	17,205			
September .....	1,787	1,574	1,456	512	485	536	11,513	12,097	13,172			
October .....	1,940	1,743	1,564	534	530	552	11,773	11,490	11,061			
November .....	1,664	1,459	1,260	592	553	608	9,304	8,729	9,238			
December .....	2,490	2,328	1,909	1,582	1,577	1,594	10,426	10,213	10,675			
<b>Annual totals .....</b>	<b>20,954</b>	<b>19,428</b>	<b>16,697</b>	<b>7,026</b>	<b>6,926</b>	<b>7,016</b>	<b>129,500</b>	<b>134,505</b>	<b>139,436</b>			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1958, 1959 and 1960—Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
thousands of dollars												
January .....	90,885	95,073	94,754	15,526	18,275	19,425	3,869	4,438	4,255			
February .....	80,639	92,180	91,993	14,896	16,116	17,853	3,950	4,629	4,800			
March .....	96,310	110,471	104,475	17,372	17,813	18,525	4,622	5,628	5,267			
April .....	107,273	120,946	124,319	16,307	17,811	19,775	4,657	5,479	6,443			
May .....	116,539	118,799	118,263	19,100	20,225	19,082	4,491	5,256	5,513			
June .....	107,813	116,885	113,608	16,594	18,174	18,730	4,838	5,344	5,826			
July .....	105,214	113,501	111,186	17,748	20,047	21,475	4,853	5,571	5,394			
August .....	109,895	114,943	116,292	18,608	19,194	19,416	5,114	5,203	5,162			
September .....	106,219	115,416	120,304	17,174	19,184	21,234	4,412	4,948	5,207			
October .....	112,855	119,016	121,524	18,249	21,537	20,892	4,958	5,621	6,152			
November .....	111,357	107,844	112,934	17,738	18,623	20,098	4,892	5,039	5,208			
December .....	129,812	130,056	136,820	18,507	21,798	24,305	9,012	9,857	10,445			
Annual totals .....	1,274,812	1,355,130	1,366,472	207,818	228,797	240,811	59,666	67,014	69,717			
General stores			Department stores			Variety stores						
1958	1959	1960	1958	1959	1960	1958	1959	1960				
January .....	4,371	4,652	4,509	10,234	10,930	10,624	923	952	1,069			
February .....	4,044	4,200	4,144	8,705	10,690	10,348	894	946	1,010			
March .....	4,511	4,618	4,476	11,095	11,538	11,642	1,116	1,324	1,199			
April .....	5,040	5,361	5,698	11,241	12,264	12,914	1,297	1,272	1,654			
May .....	5,745	5,357	5,166	12,651	12,271	12,087	1,393	1,379	1,433			
June .....	5,302	5,128	5,141	11,625	12,636	12,282	1,269	1,401	1,428			
July .....	5,262	5,227	5,530	10,788	11,447	10,622	1,308	1,408	1,544			
August .....	5,423	5,313	5,327	11,710	12,764	12,866	1,277	1,441	1,601			
September .....	5,450	5,395	5,767	13,968	14,248	14,490	1,266	1,321	1,499			
October .....	5,204	5,437	5,642	13,833	14,594	14,769	1,420	1,537	1,627			
November .....	5,634	5,110	5,123	16,233	15,778	16,741	1,608	1,590	1,746			
December .....	6,478	6,312	6,639	20,715	20,342	22,193	2,942	3,318	3,531			
Annual totals .....	62,463	62,110	63,163	152,798	159,502	161,579	16,712	17,890	19,341			
Motor vehicle dealers			Garages and service stations			Men's clothing stores			Family clothing stores			
1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960	
January .....	18,069	18,195	16,508	6,163	6,875	6,868	1,947	2,104	2,475	884	860	842
February .....	15,935	20,951	19,028	5,357	5,796	6,098	1,438	1,273	1,404	764	684	707
March .....	19,761	26,572	21,804	5,740	7,069	7,311	1,626	1,664	1,566	878	853	826
April .....	24,028	28,178	24,506	6,747	7,758	8,529	1,724	1,737	2,036	1,012	834	1,028
May .....	23,705	25,920	23,392	7,662	7,311	7,781	1,848	1,681	1,681	1,104	904	896
June .....	22,825	26,956	22,716	6,955	7,103	7,912	1,839	1,870	1,974	1,037	907	1,011
July .....	19,549	22,443	18,827	7,301	7,742	8,625	1,577	1,606	1,635	935	866	940
August .....	17,970	20,463	19,354	7,933	7,879	8,287	1,611	1,684	1,731	1,040	929	1,032
September .....	17,739	20,091	18,131	7,002	7,282	8,119	1,631	1,653	1,798	1,219	1,048	1,138
October .....	18,374	19,580	18,066	7,610	7,498	8,561	2,061	2,048	2,166	1,253	1,058	1,152
November .....	16,942	17,479	16,952	6,759	7,036	6,958	2,344	2,108	2,296	1,376	1,005	1,191
December .....	18,781	15,972	17,476	6,704	6,746	7,817	3,210	3,307	3,499	1,790	1,583	1,804
Annual totals .....	233,677	262,798	236,760	81,933	86,096	92,866	22,857	22,735	24,260	13,293	11,532	12,567

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. Alberta—Estimated Retail Trade—by Kinds of Business and Months, 1958, 1959 and 1960—Continued

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	1,848	1,717	1,785	535	600	699	2,624	2,577	2,322	3,358	3,160	4,233
February .....	1,375	1,367	1,361	364	472	490	2,425	2,719	2,724	2,792	3,099	3,509
March .....	1,763	1,931	1,664	501	724	639	2,818	3,136	2,904	2,816	3,353	3,246
April .....	2,142	2,116	2,168	663	736	989	3,436	3,906	3,866	3,536	4,605	4,122
May .....	2,319	2,163	1,944	794	828	817	3,903	3,958	3,824	4,940	5,471	5,848
June .....	1,779	1,968	1,959	615	732	834	3,790	4,171	4,271	5,880	6,728	6,110
July .....	1,681	1,904	1,797	612	780	830	3,426	3,672	3,488	6,080	7,021	6,319
August .....	1,768	1,824	1,789	633	793	827	3,937	4,119	3,788	5,876	6,650	5,881
September .....	1,849	1,935	1,996	613	734	842	3,784	3,889	3,972	6,424	6,683	6,920
October .....	2,129	2,289	2,357	685	853	882	4,133	4,028	3,967	6,674	5,948	6,678
November .....	2,098	1,936	2,046	681	675	812	3,947	3,589	3,901	5,473	4,593	5,570
December .....	2,949	3,110	3,031	715	971	989	4,858	4,942	4,795	3,694	4,126	4,069
Annual totals .....	23,700	24,260	23,898	7,410	8,899	9,650	43,079	44,706	43,824	57,542	61,436	62,505
Furniture, appliance and radio stores				Restaurants				Fuel dealers				
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	4,453	4,260	3,748	3,603	3,446	3,734	215	226	206			
February .....	4,130	4,105	3,494	3,274	3,217	3,572	200	272	276			
March .....	4,103	3,986	3,398	3,770	3,768	3,966	174	163	169			
April .....	3,510	4,402	3,603	3,960	4,105	4,370	125	127	129			
May .....	3,912	4,136	3,248	4,044	3,623	3,772	170	210	204			
June .....	3,681	3,808	3,255	4,025	3,804	4,052	209	237	287			
July .....	3,440	3,530	3,075	4,399	4,233	4,343	193	135	160			
August .....	4,297	4,320	3,906	3,889	3,917	3,882	103	126	122			
September .....	4,415	4,719	4,068	3,610	3,375	3,484	179	203	169			
October .....	4,405	4,298	3,919	3,786	3,394	3,578	295	344	315			
November .....	4,957	3,968	3,580	3,534	3,347	3,454	353	360	351			
December .....	4,950	4,406	4,054	3,544	3,524	3,835	330	275	292			
Annual totals .....	50,252	49,936	43,350	45,437	43,752	46,042	2,544	2,679	2,681			
Drug stores				Jewellery stores				Miscellaneous				
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	2,387	2,273	2,476	480	515	516	9,396	9,017	8,459			
February .....	2,242	2,156	2,256	418	488	427	7,440	8,999	8,492			
March .....	2,390	2,359	2,317	490	530	497	10,765	13,443	13,056			
April .....	2,444	2,279	2,630	479	542	545	14,926	17,433	19,268			
May .....	2,550	2,516	2,303	550	611	549	15,658	14,980	18,722			
June .....	2,349	2,287	2,331	550	632	611	12,652	12,998	12,877			
July .....	2,523	2,482	2,527	527	582	544	13,010	12,807	13,510			
August .....	2,426	2,279	2,332	582	627	608	15,699	15,416	18,379			
September .....	2,453	2,312	2,365	578	598	652	12,454	15,798	18,453			
October .....	2,864	2,747	2,840	589	629	622	14,334	15,575	17,341			
November .....	2,396	2,170	2,243	735	751	690	13,659	12,685	13,975			
December .....	3,514	3,332	3,383	1,809	1,808	1,829	15,311	14,329	12,833			
Annual totals .....	30,538	29,192	30,004	7,788	8,313	8,091	155,304	163,481	175,364			

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



TABLE 5. British Columbia<sup>1</sup> - Estimated Retail Trade - by Kinds of Business and Months, 1958, 1959 and 1960 - Continued

Month	Total, all trades			Grocery and combination stores			Other food and beverage stores					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
thousands of dollars												
January .....	121,322	127,132	122,706	22,002	25,073	24,918	8,382	8,757	8,624			
February .....	113,627	118,438	122,943	20,503	22,177	23,060	8,328	8,476	8,858			
March .....	132,328	136,162	133,992	23,655	23,740	24,746	9,670	9,518	9,816			
April .....	133,889	141,021	141,172	22,988	24,444	26,302	10,044	9,842	10,811			
May .....	147,304	151,708	139,329	25,911	26,539	24,556	11,293	10,224	10,108			
June .....	132,517	147,494	143,038	23,686	24,891	25,822	10,426	10,199	10,775			
July .....	135,922	148,345	140,946	24,181	26,337	27,361	10,790	11,030	11,228			
August .....	137,179	140,518	137,710	25,229	25,530	25,467	11,316	10,956	11,171			
September .....	131,705	138,888	138,871	22,871	24,598	27,075	9,801	9,870	10,791			
October .....	138,993	147,162	136,010	24,310	26,536	25,627	10,255	10,721	10,745			
November .....	137,260	138,402	136,682	23,657	23,755	23,996	10,431	9,528	10,465			
December .....	169,176	171,787	174,961	25,781	28,267	30,273	18,245	18,503	19,565			
Annual totals .....	1,631,221	1,707,057	1,668,360	284,774	301,888	309,203	128,979	127,625	132,958			
General stores			Department stores			Variety stores						
1958	1959	1960	1958	1959	1960	1958	1959	1960				
January .....	3,609	3,944	3,518	16,002	15,986	16,199	907	1,071	1,105			
February .....	3,513	4,123	3,742	13,211	14,136	15,477	958	1,064	1,150			
March .....	4,168	4,219	3,967	16,664	17,248	17,692	1,133	1,372	1,286			
April .....	4,306	4,504	4,458	17,258	17,914	19,922	1,235	1,282	1,679			
May .....	5,469	5,309	4,972	18,871	19,683	18,650	1,431	1,456	1,494			
June .....	5,818	5,686	6,163	16,389	18,454	18,984	1,216	1,506	1,573			
July .....	5,216	5,551	7,199	15,682	17,987	17,565	1,236	1,497	1,563			
August .....	5,933	5,549	6,312	18,445	18,870	19,409	1,436	1,544	1,607			
September .....	4,964	4,926	5,444	21,069	22,796	22,211	1,412	1,600	1,678			
October .....	5,446	5,516	5,069	20,609	21,804	21,336	1,415	1,576	1,551			
November .....	5,654	5,179	4,901	23,744	24,575	24,010	1,586	1,634	1,811			
December .....	6,541	6,452	6,051	30,202	31,954	33,655	3,196	3,472	3,818			
Annual totals .....	60,638	60,958	61,798	228,147	241,406	245,111	17,160	19,073	20,314			
Motor vehicle dealers			Garages and service stations			Men's clothing stores		Family clothing stores				
1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960	
January .....	24,301	23,366	20,141	6,863	7,264	6,926	2,150	2,579	2,565	1,021	919	1,733
February .....	24,432	24,557	25,173	6,879	6,911	7,597	1,626	1,586	1,555	523	421	783
March .....	27,932	29,210	27,362	7,308	6,941	7,057	1,677	1,662	1,555	640	561	915
April .....	26,694	29,159	25,417	8,066	8,241	8,322	1,716	1,731	1,867	748	607	1,237
May .....	28,780	31,608	27,277	7,956	8,326	8,533	2,193	2,141	1,854	923	707	1,041
June .....	25,777	31,274	27,656	8,180	8,510	8,706	1,912	2,154	1,948	800	715	1,182
July .....	27,180	29,986	24,043	8,602	8,886	9,364	1,858	2,000	1,958	905	786	1,387
August .....	23,376	25,905	23,260	8,087	7,756	8,309	2,009	1,830	1,890	1,103	959	1,840
September .....	20,706	22,884	20,170	7,526	7,358	8,020	1,888	1,977	1,957	1,107	953	1,657
October .....	23,047	24,261	20,253	8,500	8,029	8,383	2,024	2,230	2,266	1,072	955	1,628
November .....	21,638	21,470	22,237	7,633	7,324	8,086	2,570	2,487	2,320	1,141	1,000	1,390
December .....	22,913	20,123	20,510	7,618	7,608	8,076	3,871	3,931	4,047	1,688	1,474	2,364
Annual totals .....	296,776	313,804	283,498	93,217	93,154	97,378	25,494	26,298	25,783	11,673	10,056	17,158

<sup>1</sup> Includes Yukon and Northwest Territories.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 5. British Columbia<sup>1</sup> - Estimated Retail Trade - by Kinds of Business and Months, 1958, 1959 and 1960 - Concluded

Month	Women's clothing stores			Shoe stores			Hardware stores			Lumber and building material dealers		
	1958	1959	1960	1958	1959	1960	1958	1959	1960	1958	1959	1960
thousands of dollars												
January .....	2,102	2,274	2,244	1,104	1,309	1,260	1,419	1,458	1,346	2,678	2,858	2,344
February .....	1,606	1,585	1,760	818	854	1,034	1,409	1,415	1,356	3,050	3,472	2,883
March .....	2,048	2,109	1,828	1,030	1,094	1,098	1,732	1,643	1,627	3,995	4,537	3,415
April .....	2,264	2,371	2,350	1,145	1,288	1,449	1,868	2,156	2,004	4,954	4,662	3,462
May .....	2,667	2,471	2,056	1,454	1,457	1,250	2,212	2,165	1,873	4,525	4,304	3,053
June .....	1,940	2,049	2,023	1,035	1,227	1,268	2,137	2,204	2,082	4,157	5,159	3,576
July .....	2,116	2,263	2,113	1,183	1,357	1,360	2,056	2,202	2,132	4,182	5,064	2,971
August .....	2,033	2,008	1,963	1,146	1,199	1,223	2,061	2,102	1,997	4,008	4,055	3,576
September .....	2,376	2,423	2,398	1,166	1,388	1,445	2,169	2,238	2,068	4,456	4,690	3,288
October .....	2,664	2,765	2,315	1,084	1,342	1,294	2,227	2,262	2,094	4,510	4,458	3,242
November .....	2,752	2,610	2,423	1,046	1,155	1,138	2,049	2,034	2,053	3,892	3,929	2,916
December .....	3,985	4,026	3,959	1,357	1,556	1,657	2,872	2,963	3,066	3,176	3,188	2,114
<b>Annual totals .....</b>	<b>28,555</b>	<b>28,954</b>	<b>27,433</b>	<b>13,568</b>	<b>15,226</b>	<b>15,475</b>	<b>24,213</b>	<b>24,842</b>	<b>23,697</b>	<b>47,584</b>	<b>50,377</b>	<b>36,840</b>
Furniture, appliance and radio stores				Restaurants			Fuel dealers					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	4,168	4,556	3,836	4,023	3,851	3,674	3,658	3,826	3,761			
February .....	3,508	3,622	3,314	3,835	3,697	3,770	2,873	3,337	2,997			
March .....	3,253	3,165	2,707	4,294	4,090	3,845	2,848	3,155	3,414			
April .....	3,616	3,898	3,200	4,345	4,324	4,310	2,119	2,365	2,115			
May .....	3,836	3,946	3,091	4,855	4,874	4,387	1,448	1,928	1,841			
June .....	3,860	4,386	3,473	4,765	4,847	4,716	1,169	1,399	1,385			
July .....	3,566	4,311	3,138	5,651	5,590	5,437	956	949	908			
August .....	4,087	4,556	3,449	5,486	5,643	5,347	1,025	1,060	1,269			
September .....	4,575	4,638	3,745	4,741	4,716	4,206	1,863	1,874	1,838			
October .....	4,475	4,869	3,531	4,419	4,664	3,987	2,429	2,364	2,071			
November .....	4,324	4,449	3,458	4,260	4,354	3,667	3,156	3,306	2,959			
December .....	5,567	5,662	4,954	4,453	4,072	3,473	3,997	3,797	3,564			
<b>Annual totals .....</b>	<b>48,835</b>	<b>52,058</b>	<b>41,897</b>	<b>55,125</b>	<b>54,721</b>	<b>50,820</b>	<b>27,541</b>	<b>29,360</b>	<b>28,122</b>			
Drug stores				Jewellery stores			Miscellaneous					
	1958	1959	1960	1958	1959	1960	1958	1959	1960			
January .....	3,183	3,527	3,592	991	1,041	964	12,760	13,473	13,954			
February .....	2,978	3,344	3,461	871	881	832	12,704	12,780	14,142			
March .....	3,234	3,578	3,704	930	964	890	16,116	17,357	17,067			
April .....	3,353	3,444	3,747	1,004	899	966	16,167	17,892	17,553			
May .....	3,579	3,842	3,580	1,144	1,086	1,014	18,756	19,641	18,697			
June .....	3,291	3,605	3,575	1,214	1,126	1,135	14,746	18,102	16,995			
July .....	3,412	3,705	3,706	1,152	1,100	1,017	15,998	17,745	16,496			
August .....	3,522	3,596	3,611	1,300	1,121	1,101	15,577	16,279	14,908			
September .....	3,345	3,683	3,670	1,178	1,050	1,141	14,494	15,226	16,072			
October .....	3,593	3,950	3,743	1,142	1,110	1,022	15,770	17,748	15,854			
November .....	3,326	3,541	3,493	1,375	1,216	1,225	13,027	14,856	14,135			
December .....	4,660	5,026	4,975	3,540	3,303	3,330	15,513	16,421	15,507			
<b>Annual totals .....</b>	<b>41,476</b>	<b>44,840</b>	<b>44,859</b>	<b>15,840</b>	<b>14,898</b>	<b>14,637</b>	<b>181,627</b>	<b>197,520</b>	<b>191,360</b>			

<sup>1</sup> Includes Yukon and Northwest Territories.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

TABLE 6. Estimated Retail Trade — Atlantic Provinces — by Kinds of Business, 1958, 1959 and 1960

Kind of business or store	Newfoundland			Prince Edward Island		
	1958	1959	1960	1958	1959	1960
	thousands of dollars					
<b>Totals, all trades</b> .....	<b>233,427</b>	<b>261,996</b>	<b>278,256</b>	<b>73,619</b>	<b>78,467</b>	<b>78,867</b>
Grocery and combination stores .....	46,419	55,244	56,367	12,234	12,599	12,978
Other food and beverage stores .....	18,404	19,681	19,692	4,465	4,861	5,427
General stores .....	61,898	64,376	67,718	11,907	12,395	12,644
Department stores .....	..	..	..	..	..	..
Variety stores .....	..	..	..	..	..	..
Motor vehicle dealers .....	33,487	37,862	41,667	11,356	12,923	12,458
Garages and service stations .....	..	..	..	..	..	..
Men's clothing stores .....	..	..	..	..	..	..
Family clothing stores .....	6,397	6,449	6,912	3,511	3,497	3,490
Women's clothing stores .....	..	..	..	..	..	..
Shoe stores .....	..	..	..	..	..	..
Hardware stores .....	..	..	..	..	..	..
Lumber and building material dealers .....	..	..	..	..	..	..
Furniture, appliance and radio stores .....	..	..	..	..	..	..
Restaurants .....	..	..	..	..	..	..
Fuel dealers .....	..	..	..	..	..	..
Drug stores .....	3,095	3,426	3,786	1,176	1,287	1,241
Jewellery stores .....	..	..	..	..	..	..
Miscellaneous .....	16,402	20,969	24,041	8,163	8,837	9,241
	Nova Scotia			New Brunswick		
<b>Totals, all trades</b> .....	<b>556,482</b>	<b>570,352</b>	<b>595,244</b>	<b>426,562</b>	<b>450,824</b>	<b>477,328</b>
Grocery and combination stores .....	131,734	138,075	146,082	101,269	105,634	112,348
Other food and beverage stores .....	39,982	40,957	43,423	29,365	31,019	32,714
General stores .....	33,155	33,474	33,581	32,297	32,574	33,937
Department stores .....	..	..	..	..	..	..
Variety stores .....	..	..	..	..	..	..
Motor vehicle dealers .....	96,858	102,681	105,864	69,892	77,122	88,293
Garages and service stations .....	32,523	35,874	37,548	38,589	43,317	42,430
Men's clothing stores .....	28,055	27,297	28,384	20,060	20,735	20,456
Family clothing stores .....						
Women's clothing stores .....						
Shoe stores .....	4,966	4,755	5,169	2,947	2,912	3,171
Hardware stores .....	8,508	8,432	8,450	8,882	9,298	9,629
Lumber and building material dealers .....	10,335	10,874	13,523	4,455	5,186	5,072
Furniture, appliance and radio stores .....	20,605	17,293	16,855	15,890	17,018	18,692
Restaurants .....	11,903	12,152	13,753	9,674	10,045	10,206
Fuel dealers .....	7,961	8,365	7,864	6,229	4,994	3,470
Drug stores .....	11,822	12,582	13,410	11,510	12,681	12,944
Jewellery stores .....	6,141	5,958	5,589	2,824	2,796	2,168
Miscellaneous .....	52,901	52,498	53,772	33,883	35,233	37,986

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

## **Current Retail Trade Statistics**

### **Kind-of-Business Descriptions**

Grocery and combination stores (groceries and meats) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other food and beverage stores include such stores as candy and nut stores, confectionery stores, dairy product stores, fruit and vegetable stores, fish markets, meat markets, other specialty food stores, government liquor stores, brewers' retail stores, wine stores, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed—cash and carry characteristics—popularly known as 5¢—\$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Service Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants specialty stores. These are included in the "all other" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio stores include those stores selling mainly furniture or appliances and radio along with those stores selling a combination of furniture and appliances.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous: includes all trades not specified above and contains certain major trades such as farm equipment and supplies, used cars, and tobacco stores.





## SHOPPING CENTRES IN CANADA

(Retail Trade)

1960

This supplement is the result of the fifth annual survey undertaken on retailing in Canadian shopping centres. This survey was instituted in order to fulfill a dual purpose: (1) to continue the policy of keeping abreast of major new developments in retailing and (2) to provide an important instrument in the refinement of certain retail trade statistics presently being collected by the Dominion Bureau of Statistics.

## Definition

As mentioned in the 1959 supplement, a study of the existing definition of a shopping centre had been undertaken in order to overcome the main criticism that numerous strip developments which had been established during the past number of years were being classified as shopping centres. The study indicated that in many instances this criticism was valid and it was therefore decided that for the purpose of this survey, a shopping centre would be defined as follows:

"A group of stores which are planned, developed and designed as a unit. It must contain a minimum of five retail establishments in operation during any part of the current year. **It must have a minimum of 20 thousand square feet of usable parking area adjacent to the shopping centre and free of charge to the customers of that centre. For merchandising developments with paved parking area of 20 thousand to 50 thousand square feet, the ratio of parking area to gross ground floor area must be 1.5 to 1 or better.** The retail development must contain either a grocery and combination store, a department store or a chain variety store. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and land on which it is situated but still be fully integrated with the centre. A shopping centre usually bears a name and as a rule matters of common interest to the tenants such as children's playground, community activities, parking, etc., originate from one authority"

The above definition of a shopping centre differs from the one in use prior to 1960 by the addition of the clauses shown in bold print above.

As for previous surveys the shopping centres are stratified on the basis of the number of retail establishments operating within the centre.

Type A—Shopping centres with 5 to 15 retail establishments

Type B—Shopping centres with 16 to 30 retail establishments

Type C—Shopping centres with more than 30 retail establishments

In order to avoid a complete break in the continuity of the shopping centre series, it was decided to prepare the 1960 data on the basis of the old definition as well as the current definition. The users of these statistics will notice that the changes in the definition have affected only the Type A shopping centres, that is those shopping centres which contain 5 to 15 retail establishments.

## Collection

As for previous surveys the collection of shopping centre data was effected in three general stages.

1. Information on new shopping centre developments was obtained through such sources as municipal authorities, chain store organizations, newspapers, trade magazines etc.
2. Current listings of retail establishments within shopping centres as well as information on gross floor area and parking area was obtained primarily from the lessors of these centres.
3. Information on sales was obtained directly from the retail establishments within the shopping centre.

## Summary of Results

**Old Definition**—During 1960 there was an increase of 75 shopping centres in operation in Canada. This increase was offset slightly by the exclusion of 5 shopping centres that failed to fulfill the requirements of the definition. The net result was an increase of 70 shopping centres raising the total from 193 in 1959 to 263 in 1960.

The majority of the 75 new shopping centres that came into existence during the current year were of the neighbourhood variety. The Type A category accounted for 60 of the 75 new centres; 14 centres were classified as Type B and one centre as Type C. As mentioned above 5 shopping centres which were previously classified as Type A were deleted from the survey since they were unable to fulfill all the requirements of the definition.

**Current Definition**—The implementation of the new shopping centre definition cancelled 32 shopping centres, the majority of which were in existence prior to 1960 (24); the remaining eight centres that were cancelled were new developments during 1960 and were of the neighbourhood variety. The net result was an increase of 38 shopping centres raising the total to 231 in 1960.

The term "came into existence" as used above refers to the acceptance of the retail development as a shopping centre according to the definition as set forth by the Dominion Bureau of Statistics. The term does not necessarily imply that the actual construction and operation of the centre was started in 1960.

As would be expected changes in the number of retail establishments within shopping centres caused a number of shifts in the 1959 classification for some of the existing shopping centres.

In summary there were seven Type A shopping centres reclassified to Type B—one in Newfoundland, one in Quebec and five in Ontario; three Type

B shopping centres moved to the Type C classification—all in Ontario. One shopping centre in Ontario and four shopping centres in Saskatchewan were deleted from the survey because of failure to meet all the requirements of the definition.

The following two tables have been prepared to show the following:

- (a) a comparison of the number of shopping centres in existence in 1959 and 1960 by provinces and by type of centre and
- (b) a description of the three types of shopping centres in regard to the number of retail establishments, gross floor area and parking area.

**Number of Shopping Centres in Canada 1959 and 1960, by Province and by Type**

Province	Type A			Type B		Type C		Total		
	1959	1960	1960 <sup>1</sup>	1959	1960	1959	1960	1959	1960	1960 <sup>1</sup>
Newfoundland .....	1	—	—	—	1	—	—	1	1	1
Nova Scotia .....	—	1	1	2	2	—	—	2	3	3
New Brunswick .....	1	2	2	—	—	—	—	1	2	2
Quebec .....	15	25	20	14	20	3	3	32	48	43
Ontario .....	75	93	75	16	26	9	12	100	131	113
Manitoba .....	—	3	3	—	—	1	1	1	4	4
Saskatchewan .....	2	6	5	—	—	—	—	2	6	5
Alberta .....	26	28	22	2	2	1	2	29	32	26
British Columbia .....	22	32	30	2	3	1	1	25	36	34
<b>Canada .....</b>	<b>142</b>	<b>190</b>	<b>158</b>	<b>36</b>	<b>54</b>	<b>15</b>	<b>19</b>	<b>193</b>	<b>263</b>	<b>231</b>

<sup>1</sup> New definition.

**Area Statistics of Shopping Centres, 1960**

Type of shopping centre	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail est.):				
No. of retail establishments .....	5	15	8	8
Gross floor area (sq. ft.) <sup>1</sup> .....	3,160	180,900	43,784	32,950
Parking area (sq. ft.) .....	2,920	646,281	105,497	70,755
Type A (5-15 retail est.): <sup>2</sup>				
No. of retail establishments .....	5	15	9	8
Gross floor area (sq. ft.) <sup>1</sup> .....	8,550	180,900	47,205	36,916
Parking area (sq. ft.) .....	20,000	646,281	121,842	88,140
Type B (16-30 retail est.):				
No. of retail establishments .....	16	30	22	21
Gross floor area (sq. ft.) <sup>1</sup> .....	32,100	413,701	144,953	136,988
Parking area (sq. ft.) .....	63,780	1,480,932	382,696	279,126
Type C (30 or more retail est.):				
No. of retail establishments .....	31	55	37	36
Gross floor area (sq. ft.) <sup>1</sup> .....	166,662	684,463	346,089	320,835
Parking area (sq. ft.) .....	235,964	2,300,960	953,662	664,075

<sup>1</sup> Includes gross floor area of all premises—retail, service, offices, etc.

<sup>2</sup> New definition.

It should be mentioned that any discussion on the material contained in the subsequent tables of this report will be based on the old definition of a shopping centre since the 1960 data under the new definition is not comparable to the 1959 data.

Ontario has witnessed the sharpest net growth in shopping centres within its borders with the net increase of 31 shopping centres. Quebec held second place with the net growth of 16 shopping centres. All the remaining provinces registered increased numbers of shopping centres with the exception of Newfoundland which continued to have only one shopping centre in operation in the province.

The 263 shopping centres in operation during 1960 had a total sales volume of \$815,682,284. This is an increase of \$187,963,111 or 29.9 per cent over the 1959 sales figure of \$627,719,173. The addition of the new shopping centres in operation during 1960 accounted for \$89,740,789 or 47.7 per cent of the increase. The remaining \$98,222,322 or 52.3 per cent was due to an increase in the number of stores in existing shopping centres as well as increased sales for the retail establishments which were in operation prior to 1960.

The following table contains the basic information on the economic organization of retail trade within shopping centres during 1960.

**Economic Organization of Retail Trade within Shopping Centres, 1960, by Type**

	Type A	Type A <sup>1</sup>	Type B	Type C	Total	Total <sup>1</sup>
Number of shopping centres ...	190	158	54	19	263	231
Number of stores:						
Independent <sup>2</sup> .....	1,168	972	589	319	2,076	1,880
Chain .....	415	399	577	385	1,377	1,361
<b>Totals</b> .....	<b>1,583</b>	<b>1,371</b>	<b>1,166</b>	<b>704</b>	<b>3,453</b>	<b>3,241</b>
Sales:						
Independent <sup>2</sup> ..... \$	92,175,614	77,352,557	86,638,519	104,986,535	283,800,668	268,977,611
Chain ..... \$	176,190,893	171,336,161	204,963,187	150,727,536	531,881,616	527,026,884
<b>Totals</b> .....	<b>\$ 268,366,507</b>	<b>\$ 248,688,718</b>	<b>\$ 291,601,706</b>	<b>\$ 255,714,071</b>	<b>\$ 815,682,284</b>	<b>\$ 796,004,495</b>

<sup>1</sup> New definition.

<sup>2</sup> Includes department stores.

The majority of the shopping centres in Canada continued to be the type commonly referred to as neighbourhood shopping centres. These shopping centres which are similar to the centres in the Type A classification accounted for approximately 72.2 per cent of the total number and 32.9 per cent of the total sales. The percentage of Type B shopping centres in Canada was approximately 20.5 per cent but these centres accounted for 35.7 per cent of the total sales. The Type C shopping centres which

are commonly called regional shopping centres, although relatively few in number, accounted for 31.4 per cent of total sales.

As we have done in the past, a table on Type A shopping centres stratified by parking area and by sales has been prepared in order to allow the users to study this type of shopping centre in greater detail.

**TYPE "A" Shopping Centres, Canada, 1960, by Parking Area and by Sales**

(New definition)

Parking area	No. of shopping centres	Sales		
		Independent	Chain	Total
		dollars		
Square feet:				
20,000 to 49,999 .....	36	18,964,470	15,075,141	34,039,611
50,000 and over .....	121	58,388,087	156,261,020	214,649,107
Area not submitted .....	1			
Totals .....	158	77,352,557	171,336,161	248,688,718



As shown in the following table all trades that were located in shopping centres during 1960 continue to show increasing sales from year to year. The reader should be cautioned, however, that these increases are due to a number of factors.

1. The increase in sales for establishments that were in existence for the full years of 1959 and 1960 and
2. The birth of firms in existing and new shopping centres during the latter part of 1959 or in 1960.

**Sales by Selected Kinds of Businesses within Shopping Centres, 1959 and 1960**

Kind of business	Sales		Change 1960/59	Sales 1960 <sup>1</sup>
	1959	1960		
	dollars		%	dollars
Grocery and combination stores .....	281,724,927	373,458,391	+ 32.6	369,438,470
Other food and beverage stores .....	31,559,184	44,457,435	+ 40.9	40,586,818
Department stores .....	113,736,507	127,788,148	+ 12.4	127,228,186
Variety stores .....	39,596,559	50,695,793	+ 28.0	49,753,354
Garages and service stations .....	3,226,690	4,120,855	+ 27.7	4,033,846
Men's clothing stores .....	11,605,748	15,825,097	+ 36.4	15,355,493
Family clothing stores .....	4,184,017	6,606,136	+ 57.9	6,565,090
Women's clothing stores .....	25,853,857	32,818,704	+ 26.9	32,497,515
Shoe stores .....	13,922,407	19,754,341	+ 41.9	19,596,054
Hardware stores .....	13,375,079	18,264,342	+ 36.6	17,634,088
Furniture, appliance and radio stores .....	11,969,404	12,875,526	+ 7.6	11,026,588
Restaurants .....	10,414,038	15,643,200	+ 50.2	14,441,367
Drug stores .....	26,037,230	36,897,125	+ 41.7	33,802,033
Jewellery stores .....	4,039,388	4,840,275	+ 19.8	4,677,193
Miscellaneous .....	36,474,138	51,636,916	+ 41.6	49,368,400
<b>Totals, all trades .....</b>	<b>627,719,173</b>	<b>815,682,284</b>	<b>+ 29.9</b>	<b>796,004,495</b>

<sup>1</sup> New definition.

The following table describes the percentage distribution of stores and sales in the shopping centres by trade for 1960.

The largest segment of the retail dollar spent in shopping centres has gone into the purchases from grocery and combination stores. Their share of the retail market increased from 44.9 per cent in 1959

to 45.8 per cent in 1960. Department store sales during 1960 on the other hand did not keep pace with the increase in total retail sales and therefore their share of the market decreased from 18.1 per cent in 1959 to 15.7 per cent in 1960. These two trades, however, still account for over 60 per cent of the total retail sales made in shopping centres.

**Percentage Distribution of Stores and Sales in Shopping Centres, by Trade, 1959 and 1960**

Kind of business	No. of stores <sup>1</sup>			Sales <sup>1</sup>		
	1959	1960	1960 <sup>2</sup>	1959	1960	1960 <sup>2</sup>
	percentage					
Grocery and combination stores .....	8.3	8.3	8.2	44.9	45.8	46.4
Other food and beverage stores .....	10.7	10.7	10.6	5.0	5.5	5.1
Department stores .....	1.1	0.9	0.9	18.1	15.7	16.0
Variety stores .....	5.0	5.0	5.1	6.3	6.2	6.3
Garages and service stations .....	1.3	1.2	1.2	0.5	0.5	0.5
Men's clothing stores .....	5.4	5.4	5.5	1.9	2.0	1.9
Family clothing stores .....	1.5	1.3	1.4	0.7	0.8	0.8
Women's clothing stores .....	11.3	11.2	11.6	4.1	4.0	4.1
Shoe stores .....	7.4	7.7	8.1	2.2	2.4	2.5
Hardware stores .....	6.2	5.8	5.6	2.1	2.2	2.2
Furniture, appliance and radio stores .....	4.2	3.5	3.4	1.9	1.6	1.4
Restaurants .....	6.3	6.5	6.0	1.7	1.9	1.8
Drug stores .....	7.3	7.2	7.0	4.2	4.5	4.2
Jewellery stores .....	2.8	2.8	2.9	0.6	0.6	0.6
Miscellaneous .....	21.2	22.5	22.5	5.8	6.3	6.2
<b>Totals, all trades .....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Includes both independent and chain stores.

<sup>2</sup> New definition.

Although the number of independent stores including department stores have continued to increase more rapidly than the number of chain stores, the proportion of sales accruing to the independent sector has continued to diminish. In 1959, 36.4 per cent of all retail sales in shopping

centres were made by independent firms. In 1960 this proportion had declined to 34.8 per cent. If the sales made by department stores were to be separated from the independent sector, the proportion of sales accruing to the independent would be only 19.1 per cent.

**Percentage Distribution of Stores and Sales between Chain and Independent Stores,  
1959 and 1960**

	Independent stores			Chain stores		
	1959	1960	1960 <sup>1</sup>	1959	1960	1960 <sup>1</sup>
	percentage					
Number .....	59.3	60.1	58.0	40.7	39.9	42.0
Sales .....	36.4	34.8	33.8	63.6	65.2	66.2

<sup>1</sup> New definition.

The sales made by retail stores located in shopping centres during 1960 represent 4.9 per cent of the total estimated retail sales in Canada, an increase of 1.0 per cent over the previous year. As mentioned in previous reports, however, it is felt that a more realistic appraisal of the growth of retail trade in shopping centres can be obtained by comparing the volume of sales in shopping centres with similar kinds of business in the provinces in

which the shopping centres are located. The percentage of business done in shopping centres is raised to 6.8 per cent by the exclusion from total retail sales of such trades as general stores, motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores. This is an increase of 1.2 per cent over the previous year.

**Percentage of Shopping Centre Sales to Total Retail Sales by Regions**  
(New definition)

Province	Provincial retail sales <sup>1</sup>	Shopping centres	
		Sales	Percentage of total sales
	dollars		%
Atlantic Provinces <sup>2</sup> .....	789,671,700	22,105,895	2.8
Quebec .....	3,059,654,700	174,450,040	5.7
Ontario .....	4,827,033,600	430,454,887	8.9
Prairie Provinces .....	1,853,767,800	101,095,270	5.5
British Columbia .....	1,186,314,900	67,898,403	5.7
<b>Totals</b> .....	<b>11,716,442,700</b>	<b>796,004,495</b>	<b>6.8</b>

<sup>1</sup> Excludes the sales of the following trades: general stores (except Newfoundland), motor vehicle dealers, lumber and building material dealers, used car dealers, farm implement dealers and other farm stores.

<sup>2</sup> Except P. E. I.

**TABLE 1. Retail Sales in Shopping Centres, Canada, 1960, by Type of Shopping Centre and by Kind of Business**

No.	Kind of business	Type A			Type A <sup>1</sup>			Type B		
		Independent	Chain	All stores	Independent	Chain	All stores	Independent	Chain	All stores
		dollars								
1	Grocery and combination stores ..	27,581,283	140,183,138	167,764,421	24,280,357	139,464,143	163,744,500	<sup>2</sup>	<sup>2</sup>	130,323,859
2	Other food and beverage stores ....	4,166,614	10,220,974	14,387,588	2,889,421	7,627,550	10,516,971	2,892,100	12,740,600	15,632,700
3	Department stores .....	<sup>2</sup>	—	<sup>2</sup>	<sup>2</sup>	—	<sup>2</sup>	<sup>2</sup>	—	<sup>2</sup>
4	Variety stores .....	1,282,223	9,138,489	10,420,712	1,096,769	8,381,504	9,478,273	<sup>2</sup>	<sup>2</sup>	22,970,681
5	Garages and service stations .....	<sup>2</sup>	—	<sup>2</sup>	<sup>2</sup>	—	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>
6	Men's clothing stores .....	2,866,934	639,325	3,506,259	2,479,424	557,231	3,036,655	3,307,856	2,786,737	6,094,593
7	Family clothing stores .....	<sup>2</sup>	<sup>2</sup>	1,030,486	<sup>2</sup>	<sup>2</sup>	989,440	1,334,078	1,735,945	3,070,023
8	Women's clothing stores .....	2,125,681	4,921,871	7,047,552	1,847,177	4,879,186	6,726,363	2,718,577	9,649,887	12,368,464
9	Shoe stores .....	1,262,926	3,082,061	4,344,987	1,178,945	3,007,755	4,186,700	840,538	7,166,255	8,006,793
10	Hardware stores .....	6,388,624	702,725	7,091,349	5,758,370	702,725	6,461,095	2,751,101	2,272,215	5,023,316
11	Furniture, appliance and radio stores .....	<sup>2</sup>	<sup>2</sup>	4,041,761	<sup>2</sup>	<sup>2</sup>	2,192,823	<sup>2</sup>	<sup>2</sup>	3,013,117
12	Restaurants .....	6,250,906	—	6,250,906	5,049,073	—	5,049,073	4,532,402	<sup>2</sup>	<sup>2</sup>
13	Drug stores .....	16,467,343	4,808,381	21,275,724	13,372,251	4,808,381	18,180,632	4,763,478	5,142,012	9,905,490
14	Jewellery stores .....	<sup>2</sup>	<sup>2</sup>	893,803	<sup>2</sup>	<sup>2</sup>	730,721	<sup>2</sup>	<sup>2</sup>	1,630,421
15	Miscellaneous .....	8,352,803	2,048,056	10,400,859	6,670,530	1,461,813	8,132,343	11,246,428	10,446,409	21,692,837
16	Totals, all trades .....	92,175,614	176,190,893	268,366,507	77,352,557	171,336,161	248,688,718	86,638,519	204,963,187	291,601,706

<sup>1</sup> New definition.**TABLE 2. Percentage Distribution of Stores and Sales in Shopping Centres, Canada, 1960, by Type of Shopping Centre and by Kind of Business**

No.	Kind of business	Type A				Type A <sup>1</sup>			
		Independent stores		Chain stores		Independent stores		Chain stores	
		No.	Sales	No.	Sales	No.	Sales	No.	Sales
		percentage							
1	Grocery and combination stores .....	6.4	29.9	28.9	79.6	6.0	31.4	29.8	81.4
2	Other food and beverage stores .....	10.2	4.5	12.3	5.8	9.9	3.8	11.3	4.4
3	Department stores .....	0.5	<sup>2</sup>	—	—	0.1	<sup>2</sup>	—	—
4	Variety stores .....	2.7	1.4	10.6	5.2	2.6	1.4	10.5	4.9
5	Garages and service stations .....	2.8	<sup>2</sup>	—	—	3.3	<sup>2</sup>	—	—
6	Men's clothing stores .....	5.5	3.1	2.2	0.4	5.9	3.2	2.0	0.3
7	Family clothing stores .....	1.5	<sup>2</sup>	1.2	<sup>2</sup>	1.6	<sup>2</sup>	1.3	<sup>2</sup>
8	Women's clothing stores .....	5.7	2.3	12.3	2.8	6.0	2.4	12.5	2.8
9	Shoe stores .....	3.4	1.4	14.5	1.7	3.8	1.5	14.5	1.8
10	Hardware stores .....	10.5	6.9	2.7	0.4	10.9	7.4	2.8	0.4
11	Furniture, appliance and radio stores .....	3.7	<sup>2</sup>	0.2	<sup>2</sup>	3.6	<sup>2</sup>	0.3	<sup>2</sup>
12	Restaurants .....	11.8	6.8	—	—	11.2	6.5	—	—
13	Drug stores .....	11.7	17.9	8.4	2.7	11.5	17.3	8.8	2.8
14	Jewellery stores .....	3.3	<sup>2</sup>	0.2	<sup>2</sup>	3.6	<sup>2</sup>	0.2	<sup>2</sup>
15	Miscellaneous .....	20.3	9.1	6.5	1.2	20.0	8.6	6.0	0.8
16	Totals, all trades .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> New definition.

TABLE 1. Retail Sales in Shopping Centres, Canada, 1960, by Type of Shopping Centre and by Kind of Business

Type C			Total			Total <sup>1</sup>			
Independent	Chain	All stores	Independent	Chain	All stores	Independent	Chain	All stores	No.
dollars									
2	2	75,370,111	30,267,244	343,191,147	373,458,391	26,966,318	342,472,152	369,438,470	1
1,510,043	12,927,104	14,437,147	8,568,757	35,888,678	44,457,435	7,291,564	33,295,254	40,586,818	2
2	—	2	127,788,148	—	127,788,148	127,228,186	—	127,228,186	3
2	2	17,304,400	1,442,378	49,253,415	50,695,793	1,256,924	48,496,430	49,753,354	4
2	—	2	2	2	4,120,855	2	2	4,033,846	5
2,885,070	3,339,175	6,224,245	9,059,860	6,765,237	15,825,097	8,672,350	6,683,143	15,355,493	6
2	2	2,505,627	2,983,277	3,622,859	6,606,136	2,942,231	3,622,859	6,565,090	7
3,527,117	9,875,571	13,402,688	8,371,375	24,447,329	32,818,704	8,092,871	24,404,644	32,497,515	8
1,397,917	6,004,644	7,402,561	3,501,381	16,252,960	19,754,341	3,417,400	16,178,654	19,596,054	9
1,148,721	5,000,956	6,149,677	10,288,446	7,975,896	18,264,342	9,658,192	7,975,896	17,634,088	10
2,454,862	3,365,786	5,820,648	8,408,564	4,466,962	12,875,526	6,559,626	4,466,962	11,026,588	11
2	2	2	2	2	15,643,200	2	2	14,441,367	12
2,952,748	2,763,163	5,715,911	24,183,569	12,713,556	36,897,125	21,088,477	12,713,556	33,802,033	13
656,765	1,659,286	2,316,051	2,765,958	2,074,317	4,840,275	2,602,876	2,074,317	4,677,193	14
8,487,143	11,056,077	19,543,220	28,086,374	23,550,542	51,636,916	26,404,101	22,964,299	49,368,400	15
104,986,535	150,727,536	255,714,071	283,800,668	531,881,616	815,682,284	268,977,611	527,026,884	796,004,495	16

<sup>2</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.

TABLE 2. Percentage Distribution of Stores and Sales in Shopping Centres, Canada, 1960, by Type of Shopping Centre and by Kind of Business

Type B				Type C				Total, all types		Total, all types¹		No.
Independent stores		Chain stores		Independent stores		Chain stores		All stores		All stores		
No.	Sales	No.	Sales	No.	Sales	No.	Sales	No.	Sales	No.	Sales	
percentage												
1.4	²	9.7	²	0.6	²	6.2	²	8.3	45.8	8.2	46.4	1
8.5	3.3	13.3	6.2	7.8	1.4	12.7	8.6	10.7	5.5	10.6	5.1	2
1.9	²	—	—	4.4	²	—	—	0.9	15.7	0.9	16.0	3
0.3	²	10.9	²	0.3	²	8.6	²	5.0	6.2	5.1	6.3	4
0.7	²	0.2	²	1.0	²	—	—	1.2	0.5	1.2	0.5	5
6.6	3.8	4.7	1.4	7.8	2.8	5.7	2.2	5.4	2.0	5.5	1.9	6
1.2	1.6	1.2	0.8	1.6	²	1.3	²	1.3	0.8	1.4	0.8	7
9.5	3.1	18.5	4.7	11.9	3.4	17.7	6.6	11.2	4.0	11.6	4.1	8
2.7	1.0	15.3	3.5	4.4	1.3	12.5	4.0	7.7	2.4	8.1	2.5	9
5.1	3.2	3.3	1.1	2.5	1.1	2.1	3.3	5.8	2.2	5.6	2.2	10
5.4	²	1.6	²	5.7	2.3	4.1	2.2	3.5	1.6	3.4	1.4	11
8.1	5.2	0.5	²	9.4	²	1.3	²	6.5	1.9	6.0	1.8	12
5.1	5.5	4.5	2.5	3.1	2.8	3.4	1.8	7.2	4.5	7.0	4.2	13
5.6	²	0.7	²	3.1	0.6	2.9	1.1	2.8	0.6	2.9	0.6	14
37.9	13.0	15.6	5.1	36.4	8.1	21.5	7.3	22.5	6.3	22.5	6.2	15
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	16

<sup>2</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.



**TABLE 3. Retail Sales in Shopping Centres, 1960, by Provinces and Kind of Business.**  
(New definition)

Kind of business	Canada	Quebec	Ontario	Alberta	British Columbia	Other provinces <sup>1</sup>
	dollars					
Grocery and combination stores .....	369,438,470	95,792,214	203,264,720	23,612,206	24,309,945	22,459,385
Other food and beverage stores .....	40,586,818	1,988,446	25,577,042	7,011,098	1,875,398	4,134,834
Department stores.....	127,228,185	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>
Variety stores .....	49,753,354	15,515,506	25,709,233	3,507,218	1,308,290	3,713,107
Garages and service stations .....	4,033,846	<sup>2</sup>	<sup>2</sup>	258,699	1,015,290	<sup>2</sup>
Men's clothing stores.....	15,355,493	3,577,836	10,048,201	642,861	499,480	587,115
Family clothing stores.....	6,565,090	3,238,889	1,954,638	<sup>2</sup>	<sup>2</sup>	609,241
Women's clothing stores .....	32,497,515	8,596,193	19,147,833	1,393,627	1,803,801	1,556,061
Shoe stores .....	19,596,054	5,847,830	11,119,687	1,136,745	684,349	807,443
Hardware stores .....	17,634,088	6,315,829	8,279,473	1,210,574	1,251,682	576,530
Furniture, appliance and radio stores .....	11,026,588	652,442	7,782,413	923,207	741,141	927,385
Restaurants .....	14,441,367	3,121,935	7,944,478	1,322,240	1,197,964	854,750
Drug stores .....	33,802,033	6,572,868	19,261,696	2,727,767	3,485,924	1,753,778
Jewellery stores.....	4,677,193	869,818	2,638,896	250,619	552,139	365,721
Miscellaneous .....	49,368,400	13,098,292	26,596,663	3,181,210	3,249,551	3,242,684
<b>Totals, all trades .....</b>	<b>796,004,495</b>	<b>174,450,040</b>	<b>430,454,887</b>	<b>72,241,853</b>	<b>67,898,403</b>	<b>50,959,312</b>

<sup>1</sup> Atlantic Provinces (except P.E.I.), Manitoba and Saskatchewan.

<sup>2</sup> Indicates figures withheld to avoid disclosing individual operations but included in totals.





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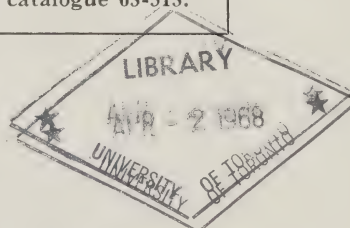
# RETAIL TRADE.

## COMMERCE DE DÉTAIL

1965

The last issue of this report was for 1960. Revisions to 1961-64 estimates are contained in "Retail Trade", Catalogue No. 63-513.

La dernière édition de ce rapport fût pour 1960. Les revisions aux estimées 1961-64 figurent dans la publication "Retail Trade", numéro de catalogue 63-513.



DOMINION BUREAU OF STATISTICS

BUREAU FÉDÉRAL DE LA STATISTIQUE





DOMINION BUREAU OF STATISTICS — BUREAU FÉDÉRAL DE LA STATISTIQUE

Merchandising and Services Division — Division du commerce et des services

## RETAIL TRADE

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## COMMERCE DE DÉTAIL

1965

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- ... figures not appropriate or not applicable.
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- amount too small to be expressed.
- <sup>P</sup> preliminary figures.
- <sup>r</sup> revised figures.
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- <sup>r</sup> nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

**Nota:** Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

## INTRODUCTION

This report on retail trade for the year 1965 embodies the second of two major revisions to the current sales estimates contained in "Retail Trade", Catalogue No. 63-005, a monthly publication of the Dominion Bureau of Statistics. As noted in the January, 1967 issue of the latter publication (Vol. 39, No. 1), the original data have already been revised in accordance with changes in the Standard Industrial Classification, which took effect in 1960. The effect of that revision was to transpose the then-current figures to a 1961 Census "base". The present and final revision takes into account "births" and "deaths" in retail trade: new firms coming into existence and older firms going out of business. As a result, retail sales in 1965 recorded a new high of \$20,954,017,000 — about \$152 million higher than the previously-published figure.

For the purposes of this report, retail trade is defined as the aggregate sales made by retail outlets. A retail outlet is defined by the Dominion Bureau of Statistics as a business location engaged primarily in selling merchandise for household or personal consumption. However, these retail trade estimates do not include any form of direct selling which bypasses the retail outlet, e.g., sales made by mail, newspaper advertising or by door-to-door solicitation; sales made through automatic vending machines; sales of newspapers or magazines sold directly by printers and publishers; and sales made by book and record clubs. In addition, retail trade does not include retail sales of contractors and wholesalers whose major activity is not retailing, or any type of transaction between individuals.

In this report, retail trade is stratified into sixteen major kind-of-business groupings plus a miscellaneous category. In order to increase the usefulness of these statistics, the composition of each kind-of-business group is described near the end of the report. (For a detailed definition of each kind of business, see "Census of Canada, 1961, Retail Trade", Catalogue No. 97-508). A sample of the questionnaire used in the DBS survey "Annual Retail Trade" is shown on page 38 (in French, page 39) for the benefit of readers.

The sales data in this report are not adjusted for price changes, seasonal variations or number of shopping days.

Le présent rapport sur le commerce de détail pour 1965 comprend la deuxième de deux révisions majeures des estimations des ventes courantes, qui figurent dans la publication mensuelle du Bureau fédéral de la statistique intitulée "Commerce de détail" (numéro de catalogue: 63-005). Comme il a été mentionné dans l'édition de janvier 1967 (Vol. 39, N° 1) de cette publication, les données initiales ont déjà été révisées selon les modifications apportées à la Classification type des industries mise en usage en 1960. Le résultat de cette révision a été de transposer les chiffres existants à une base établie d'après le recensement de 1961. La présente révision, qui est aussi finale, tient compte des nouvelles entreprises de détail constituées et des anciennes qui ont fermé leurs portes. En conséquence, les ventes au détail ont enregistré en 1965 un nouveau record de \$20,954,017,000, environ \$152 millions de plus que le chiffre publié antérieurement.

Pour les besoins du présent rapport, le commerce de détail est l'ensemble des ventes faites par les établissements de détail. Un établissement de détail est décrit par le Bureau fédéral de la statistique comme étant un local d'affaires affecté principalement à la vente de marchandises pour la consommation des ménages ou des particuliers. Il est important de noter que les estimations du commerce de détail ne comprennent, sous aucune forme, les ventes directes faites en dehors de l'établissement de détail, par ex., les ventes par la poste, au moyen d'annonces dans les journaux, de porte en porte ou au moyen de distributrices automatiques, les ventes de journaux ou de revues faites directement par les imprimeurs et les éditeurs et celles faites par les cercles du livre et les clubs de disques. De plus, le commerce de détail ne comprend pas les ventes au détail faites par les entrepreneurs et les grossistes dont l'activité principale n'est pas le commerce de détail, ni les transactions, quelles soient, entre particuliers.

Dans le présent rapport, le commerce de détail est stratifié en seize grands groupes suivant le genre de commerce et une catégorie supplémentaire pour les commerces qui ne se classent dans aucun des groupes. Afin d'accroître l'utilité de cette statistique, la composition de chaque groupe suivant le genre de commerce est décrite à la fin du rapport. (Pour une description détaillée de chaque genre de commerce, voir "Recensement du Canada, 1961, Commerce de détail", numéro de catalogue 97-508.) Un exemplaire du questionnaire utilisé pour l'enquête du B.F.S. et intitulé "Commerce de détail, rapport annuel" est reproduit à la page 39 (en anglais, page 38) pour la gouverne des lecteurs.

Dans le présent rapport, les données n'ont pas été rectifiées pour compenser les changements de prix, les variations saisonnières ou le nombre de jours de magasinage.



TABLE 1. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 1. Commerce de détail, magasins à succursales et magasins indépendants  
suivant le genre de commerce, 1965  
CANADA

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	436,633	1,036,157	1,472,840	182,968	190,986	373,954
February — Février .....	419,397	963,160	1,382,557	166,839	174,099	340,938
March — Mars .....	478,539	1,135,201	1,613,740	176,840	186,759	363,599
April — Avril .....	546,382	1,227,167	1,773,549	189,265	195,928	385,193
May — Mai .....	556,414	1,265,136	1,821,550	192,570	205,493	398,068
June — Juin .....	537,780	1,236,405	1,774,185	179,920	195,857	375,777
July — Juillet .....	555,005	1,225,725	1,780,730	193,867	216,035	414,902
August — Août .....	509,358	1,119,950	1,629,308	164,046	195,032	359,078
September — Septembre .....	568,016	1,091,301	1,659,317	180,025	198,451	378,476
October — Octobre .....	606,784	1,233,370	1,840,154	203,381	215,636	419,017
November — Novembre .....	633,954	1,258,097	1,892,051	180,359	202,010	382,369
December — Décembre .....	888,285	1,425,751	2,314,036	220,688	243,354	464,042
Annual — Total — Annuel .....	6,736,597	14,217,420	20,954,017	2,235,768	2,419,645	4,655,413
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	3,395	50,888	54,283	123,325	—	123,325
February — Février .....	3,647	51,426	55,073	118,147	—	118,147
March — Mars .....	3,877	56,003	59,880	139,041	—	139,041
April — Avril .....	4,671	58,368	63,039	167,056	—	167,056
May — Mai .....	4,163	59,315	63,478	160,405	—	160,405
June — Juin .....	4,449	60,740	65,189	152,672	—	152,672
July — Juillet .....	3,940	62,637	66,577	144,796	—	144,796
August — Août .....	4,353	63,018	67,371	151,257	—	151,257
September — Septembre .....	4,433	60,972	65,405	183,632	—	183,632
October — Octobre .....	4,089	65,166	69,255	186,702	—	186,702
November — Novembre .....	3,909	60,141	64,050	235,290	—	235,290
December — Décembre .....	7,178	66,297	73,475	291,112	—	291,112
Annual — Total — Annuel .....	52,104	714,971	767,075	2,053,435	—	2,053,435
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	1,669	45,332	47,001	22,628	4,729	27,357
February — Février .....	1,357	41,499	42,856	21,954	4,453	26,407
March — Mars .....	1,521	45,534	47,055	27,268	5,034	32,302
April — Avril .....	1,570	53,220	54,790	36,816	6,034	42,850
May — Mai .....	2,245	58,430	60,675	37,265	6,570	43,835
June — Juin .....	2,116	58,333	60,449	37,278	6,878	44,156
July — Juillet .....	2,678	62,492	65,170	39,023	7,852	46,875
August — Août .....	2,098	58,499	60,597	35,756	7,148	42,904
September — Septembre .....	2,232	57,382	59,614	37,989	7,001	44,990
October — Octobre .....	2,132	63,916	66,048	40,425	7,610	48,035
November — Novembre .....	2,197	60,582	62,779	44,811	7,652	52,463
December — Décembre .....	2,506	69,930	72,436	83,198	14,726	97,924
Annual — Total — Annuel .....	24,321	675,149	699,470	464,411	85,687	550,098

TABLE 1. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 1. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

CANADA - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	2,710	245,503	248,213	2,011	144,249	146,260
February — Février .....	3,241	267,577	270,818	2,208	125,713	127,921
March — Mars .....	5,422	356,426	361,848	3,010	135,032	138,042
April — Avril .....	5,348	387,485	392,833	3,325	151,958	155,283
May — Mai .....	6,036	382,446	388,482	5,059	162,087	167,146
June — Juin .....	5,412	384,465	389,877	2,598	156,717	159,315
July — Juillet .....	5,695	319,420	325,115	4,180	179,905	184,085
August — Août .....	4,490	264,494	268,984	3,587	167,101	170,688
September — Septembre .....	3,462	231,742	235,204	2,201	155,020	157,221
October — Octobre .....	3,763	302,562	306,325	1,989	165,946	167,935
November — Novembre .....	3,663	333,654	337,317	2,165	162,278	164,443
December — Décembre .....	4,283	317,701	321,984	2,143	162,554	164,697
<b>Annual — Total — Annuel ....</b>	<b>53,525</b>	<b>3,793,475</b>	<b>3,847,000</b>	<b>34,476</b>	<b>1,868,560</b>	<b>1,903,036</b>
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	2,847	23,812	26,659	7,828	20,029	27,857
February — Février .....	2,757	16,490	19,247	5,824	14,842	20,666
March — Mars .....	3,502	18,858	22,360	6,985	19,809	26,794
April — Avril .....	3,112	22,650	25,762	9,138	21,973	31,111
May — Mai .....	4,258	21,815	26,073	10,709	23,690	34,399
June — Juin .....	4,759	23,858	28,617	10,272	21,504	31,776
July — Juillet .....	4,135	23,142	27,277	10,118	20,432	30,550
August — Août .....	3,038	20,066	23,104	8,491	19,069	27,560
September — Septembre .....	4,006	21,409	25,415	9,927	22,373	32,300
October — Octobre .....	5,535	23,505	29,040	11,381	24,569	35,950
November — Novembre .....	4,322	26,627	30,949	10,666	23,285	33,951
December — Décembre .....	7,719	41,201	48,920	20,468	31,972	52,440
<b>Annual — Total — Annuel ....</b>	<b>49,990</b>	<b>283,433</b>	<b>333,423</b>	<b>121,807</b>	<b>263,547</b>	<b>385,354</b>
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	3,942	13,863	17,805	5,561	11,044	16,605
February — Février .....	2,728	10,925	13,653	4,218	6,458	10,676
March — Mars .....	3,711	14,054	17,765	6,087	8,302	14,389
April — Avril .....	5,045	18,997	24,042	9,111	12,397	21,508
May — Mai .....	5,217	17,869	23,086	9,193	12,280	21,473
June — Juin .....	5,344	16,927	22,271	9,439	11,558	20,997
July — Juillet .....	5,070	15,684	20,754	8,651	12,084	20,735
August — Août .....	5,136	15,177	20,313	7,554	10,296	17,850
September — Septembre .....	6,381	18,471	24,852	9,243	13,030	22,273
October — Octobre .....	7,006	22,543	29,549	9,447	12,425	21,872
November — Novembre .....	6,695	24,332	31,027	11,302	13,392	24,694
December — Décembre .....	10,456	32,213	42,669	14,913	15,636	30,549
<b>Annual — Total — Annuel ....</b>	<b>66,731</b>	<b>221,055</b>	<b>287,786</b>	<b>104,719</b>	<b>138,902</b>	<b>243,621</b>

TABLE 1. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 1. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin  
CANADA - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	2,765	15,293	18,058	8,401	49,282	57,683
February — Février .....	2,833	16,831	19,664	5,895	33,404	39,299
March — Mars .....	3,046	18,497	21,543	8,698	42,135	50,833
April — Avril .....	3,668	20,374	24,042	8,511	49,201	57,712
May — Mai .....	4,761	27,975	32,736	9,296	46,726	56,022
June — Juin .....	4,734	27,774	32,508	9,726	43,418	53,144
July — Juillet .....	4,156	27,823	31,979	9,334	45,754	55,098
August — Août .....	4,155	24,528	28,683	8,306	49,462	57,768
September — Septembre .....	4,710	27,403	32,113	11,511	47,453	58,964
October — Octobre .....	4,628	27,957	32,585	11,327	55,880	67,207
November — Novembre .....	4,116	24,309	28,425	12,297	60,259	72,556
December — Décembre .....	6,896	34,257	41,153	14,138	60,061	74,199
<b>Annual — Total — Annuel ....</b>	<b>50,468</b>	<b>293,021</b>	<b>343,489</b>	<b>117,440</b>	<b>583,045</b>	<b>700,485</b>
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	3,741	45,530	49,271	5,366	40,621	45,987
February — Février .....	3,456	44,187	47,643	5,444	38,027	43,471
March — Mars .....	2,994	34,014	37,008	5,567	41,180	46,747
April — Avril .....	2,499	29,295	31,794	5,982	41,741	47,723
May — Mai .....	2,579	17,440	20,019	5,810	40,191	46,001
June — Juin .....	2,406	12,623	15,029	5,844	40,648	46,492
July — Juillet .....	2,116	9,935	12,051	5,956	42,734	48,690
August — Août .....	1,947	10,113	12,060	5,757	40,843	46,600
September — Septembre .....	2,881	16,168	19,049	6,705	42,338	49,043
October — Octobre .....	3,085	26,138	29,223	6,701	43,766	50,467
November — Novembre .....	3,658	36,821	40,479	6,442	41,520	47,962
December — Décembre .....	3,947	44,795	48,742	9,508	57,731	67,239
<b>Annual — Total — Annuel ....</b>	<b>35,309</b>	<b>327,059</b>	<b>362,368</b>	<b>75,082</b>	<b>511,340</b>	<b>586,422</b>
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	2,881	7,393	10,274	54,645	127,603	182,248
February — Février .....	2,442	7,499	9,941	66,407	109,730	176,137
March — Mars .....	3,086	8,834	11,920	77,884	144,730	222,614
April — Avril .....	3,212	9,866	13,078	88,053	147,680	235,733
May — Mai .....	3,808	9,911	13,719	93,040	172,893	265,933
June — Juin .....	4,098	9,989	14,087	96,713	165,116	261,829
July — Juillet .....	3,488	10,638	14,126	102,802	169,148	271,950
August — Août .....	3,874	10,536	14,410	95,513	164,568	260,081
September — Septembre .....	4,255	10,486	14,741	94,423	161,602	256,025
October — Octobre .....	4,008	9,788	13,796	101,185	165,963	267,148
November — Novembre .....	5,733	11,381	17,114	96,329	169,854	266,183
December — Décembre .....	14,535	32,560	47,095	174,597	200,763	375,360
<b>Annual — Total — Annuel ....</b>	<b>55,420</b>	<b>138,881</b>	<b>194,301</b>	<b>1,141,591</b>	<b>1,899,650</b>	<b>3,041,241</b>

TABLE 2. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 2. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965

NEWFOUNDLAND - TERRE-NEUVE

Month Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	5,603	18,320	23,923	x	x	5,721
February — Février .....	6,144	17,462	23,606	x	x	5,971
March — Mars .....	7,144	18,957	26,101	x	x	6,178
April — Avril .....	8,209	22,298	30,507	x	x	6,692
May — Mai .....	9,190	23,101	32,291	x	x	6,324
June — Juin .....	8,791	23,338	32,129	x	x	6,295
July — Juillet .....	9,314	27,587	36,901	x	x	6,581
August — Août .....	8,295	23,176	31,471	x	x	6,297
September — Septembre .....	8,219	22,905	31,124	x	x	6,785
October — Octobre .....	8,911	23,251	32,162	x	x	6,568
November — Novembre .....	9,682	24,911	34,593	x	x	6,743
December — Décembre .....	11,878	28,700	40,578	x	x	7,389
Annual — Total — Annuel ....	101,380	274,006	375,386	x	x	77,544
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	—	842	842	2,085	—	2,085
February — Février .....	—	890	890	2,338	—	2,338
March — Mars .....	—	860	860	2,810	—	2,810
April — Avril .....	—	1,225	1,225	3,191	—	3,191
May — Mai .....	—	1,149	1,149	3,303	—	3,303
June — Juin .....	—	1,133	1,133	3,200	—	3,200
July — Juillet .....	—	1,774	1,774	2,481	—	2,481
August — Août .....	—	1,467	1,467	2,848	—	2,848
September — Septembre .....	—	1,248	1,248	2,790	—	2,790
October — Octobre .....	—	1,052	1,052	3,546	—	3,546
November — Novembre .....	—	1,020	1,020	4,253	—	4,253
December — Décembre .....	—	1,120	1,120	3,924	—	3,924
Annual — Total — Annuel ....	—	13,780	13,780	36,769	—	36,769
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	257	5,085	5,342	x	x	158
February — Février .....	225	4,334	4,559	x	x	203
March — Mars .....	293	5,037	5,330	x	x	180
April — Avril .....	86	5,713	5,799	x	x	358
May — Mai .....	324	5,487	5,811	x	x	375
June — Juin .....	113	6,345	6,458	x	x	369
July — Juillet .....	255	6,766	7,021	x	x	407
August — Août .....	139	6,142	6,281	x	x	413
September — Septembre .....	560	6,075	6,635	x	x	356
October — Octobre .....	389	6,174	6,563	x	x	364
November — Novembre .....	382	6,619	7,001	x	x	431
December — Décembre .....	305	7,513	7,818	x	x	1,111
Annual — Total — Annuel ....	3,328	71,290	74,618	x	x	4,725



TABLE 2. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 2. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

NEWFOUNDLAND - Continued - TERRE-NEUVE - suite

Month - Mois	Chain stores - Magasins à succursales	Independent stores - Magasins indépendants	All stores - Tous les magasins	Chain stores - Magasins à succursales	Independent stores - Magasins indépendants	All stores - Tous les magasins
thousands of dollars - milliers de dollars						
Motor vehicle dealers - Marchands d'automobiles			Service stations and garages - Postes d'essence et garages			
January - Janvier .....	x	x	2,557	-	2,297	2,297
February - Février .....	x	x	3,773	-	2,147	2,147
March - Mars .....	x	x	4,483	-	1,967	1,967
April - Avril .....	x	x	5,458	-	2,055	2,055
May - Mai .....	x	x	7,656	-	2,029	2,029
June - Juin .....	x	x	7,096	-	2,280	2,280
July - Juillet .....	x	x	9,398	-	2,840	2,840
August - Août .....	x	x	6,742	-	2,508	2,508
September - Septembre .....	x	x	5,014	-	2,330	2,330
October - Octobre .....	x	x	5,427	-	2,541	2,541
November - Novembre .....	x	x	4,947	-	2,882	2,882
December - Décembre .....	x	x	5,796	-	2,139	2,139
Annual - Total - Annuel ....	x	x	68,257	-	28,015	28,015
Men's clothing stores - Magasins de vêtements pour hommes			Women's clothing stores - Magasins de vêtements pour femmes			
January - Janvier .....	-	x	x	x	x	79
February - Février .....	-	x	x	x	x	72
March - Mars .....	-	x	x	x	x	55
April - Avril .....	-	x	x	x	x	92
May - Mai .....	-	x	x	x	x	94
June - Juin .....	-	x	x	x	x	100
July - Juillet .....	-	x	x	x	x	80
August - Août .....	-	x	x	x	x	71
September - Septembre .....	-	x	x	x	x	70
October - Octobre .....	-	x	x	x	x	114
November - Novembre .....	-	x	x	x	x	88
December - Décembre .....	-	x	x	x	x	176
Annual - Total - Annuel ....	-	x	x	x	x	1,091
Family clothing stores - Magasins de vêtements pour la famille			Shoe stores - Magasins de chaussures			
January - Janvier .....	x	x	942	x	x	133
February - Février .....	x	x	792	x	x	121
March - Mars .....	x	x	843	x	x	178
April - Avril .....	x	x	1,419	x	x	341
May - Mai .....	x	x	1,348	x	x	399
June - Juin .....	x	x	1,200	x	x	344
July - Juillet .....	x	x	1,234	x	x	461
August - Août .....	x	x	1,221	x	x	365
September - Septembre .....	x	x	1,090	x	x	335
October - Octobre .....	x	x	1,476	x	x	449
November - Novembre .....	x	x	1,618	x	x	399
December - Décembre .....	x	x	2,192	x	x	640
Annual - Total - Annuel ....	x	x	15,375	x	x	4,165

TABLE 2. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 2. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin

NEWFOUNDLAND - Concluded - TERRE-NEUVE - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	—	189	189	x	x	670
February — Février .....	—	123	123	x	x	329
March — Mars .....	—	241	241	x	x	394
April — Avril .....	—	234	234	x	x	332
May — Mai .....	—	200	200	x	x	382
June — Juin .....	—	207	207	x	x	487
July — Juillet .....	—	298	298	x	x	316
August — Août .....	—	98	98	x	x	433
September — Septembre .....	—	217	217	x	x	859
October — Octobre .....	—	232	232	x	x	448
November — Novembre .....	—	153	153	x	x	749
December — Décembre .....	—	348	348	x	x	1,233
Annual — Total — Annuel....	—	2,540	2,540	x	x	6,632
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	23	368	391	x	x	677
February — Février .....	20	321	341	x	x	665
March — Mars .....	18	289	307	x	x	726
April — Avril .....	18	290	308	x	x	807
May — Mai .....	10	154	164	x	x	731
June — Juin .....	22	348	370	x	x	885
July — Juillet .....	20	326	346	x	x	824
August — Août .....	4	59	63	x	x	751
September — Septembre .....	31	499	530	x	x	794
October — Octobre .....	26	427	453	x	x	785
November — Novembre .....	24	381	405	x	x	623
December — Décembre .....	21	339	360	x	x	978
Annual — Total — Annuel....	237	3,801	4,038	x	x	9,246
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	—	69	69	x	x	x
February — Février .....	—	54	54	x	x	x
March — Mars .....	—	55	55	x	x	x
April — Avril .....	—	30	30	x	x	x
May — Mai .....	—	50	50	x	x	x
June — Juin .....	—	55	55	x	x	x
July — Juillet .....	—	61	61	x	x	x
August — Août .....	—	108	108	x	x	x
September — Septembre .....	—	65	65	x	x	x
October — Octobre .....	—	99	99	x	x	x
November — Novembre .....	—	161	161	x	x	x
December — Décembre .....	—	242	242	x	x	x
Annual — Total — Annuel....	—	1,049	1,049	x	x	x

TABLE 3. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 3. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965  
PRINCE EDWARD ISLAND - ÎLE-DU-PRINCE-ÉDOUARD

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	1,203	5,033	6,236	x	x	1,695
February — Février .....	1,312	4,460	5,772	x	x	1,315
March — Mars .....	1,494	6,146	7,640	x	x	1,454
April — Avril .....	1,675	6,895	8,570	x	x	1,568
May — Mai .....	1,668	6,827	8,495	x	x	1,536
June — Juin .....	1,777	7,235	9,012	x	x	1,602
July — Juillet .....	1,897	8,082	9,979	x	x	2,400
August — Août .....	1,766	5,732	7,498	x	x	1,426
September — Septembre .....	1,599	5,967	7,566	x	x	1,663
October — Octobre .....	1,843	6,404	8,247	x	x	1,666
November — Novembre .....	2,058	6,385	8,443	x	x	2,481
December — Décembre .....	2,712	7,651	10,363	x	x	1,661
Annual — Total — Annuel...	21,004	76,817	97,821	x	x	19,467
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	138	575	—	575
February — Février .....	x	x	102	681	—	681
March — Mars .....	x	x	152	756	—	756
April — Avril .....	x	x	136	793	—	793
May — Mai .....	x	x	110	780	—	780
June — Juin .....	x	x	124	731	—	731
July — Juillet .....	x	x	119	586	—	586
August — Août .....	x	x	133	566	—	566
September — Septembre .....	x	x	120	635	—	635
October — Octobre .....	x	x	123	891	—	891
November — Novembre .....	x	x	137	1,082	—	1,082
December — Décembre .....	x	x	171	1,109	—	1,109
Annual — Total — Annuel...	x	x	1,565	9,185	—	9,185
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	—	749	749	x	x	139
February — Février .....	—	778	778	x	x	148
March — Mars .....	—	806	806	x	x	199
April — Avril .....	—	828	828	x	x	272
May — Mai .....	—	1,139	1,139	x	x	257
June — Juin .....	—	1,123	1,123	x	x	305
July — Juillet .....	—	1,246	1,246	x	x	341
August — Août .....	—	1,059	1,059	x	x	322
September — Septembre .....	—	1,026	1,026	x	x	254
October — Octobre .....	—	1,245	1,245	x	x	217
November — Novembre .....	—	1,142	1,142	x	x	308
December — Décembre .....	—	1,376	1,376	x	x	626
Annual — Total — Annuel ...	—	12,517	12,517	x	x	3,388

TABLE 3. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 3. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

PRINCE EDWARD ISLAND - Continued - ÎLE-DU-PRINCE-ÉDOUARD - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January - Janvier .....	—	1,067	1,067	—	574	574
February - Février .....	—	995	995	—	543	543
March - Mars .....	—	2,218	2,218	—	616	616
April - Avril .....	—	2,727	2,727	—	620	620
May - Mai .....	—	2,189	2,189	—	775	776
June - Juin .....	—	2,143	2,143	—	1,009	1,009
July - Juillet .....	—	1,893	1,893	—	1,070	1,070
August - Août .....	—	861	861	—	1,178	1,178
September - Septembre .....	—	1,160	1,160	—	771	771
October - Octobre .....	—	1,176	1,176	—	968	968
November - Novembre .....	—	1,386	1,386	—	856	856
December - Décembre .....	—	1,768	1,768	—	735	735
Annual - Total - Annuel ....	—	19,583	19,583	—	9,716	9,716
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January - Janvier .....	—	70	70	x	x	28
February - Février .....	—	50	50	x	x	33
March - Mars .....	—	57	57	x	x	46
April - Avril .....	—	90	90	x	x	55
May - Mai .....	—	101	101	x	x	54
June - Juin .....	—	110	110	x	x	46
July - Juillet .....	—	94	94	x	x	47
August - Août .....	—	98	98	x	x	29
September - Septembre .....	—	68	68	x	x	51
October - Octobre .....	—	87	87	x	x	48
November - Novembre .....	—	128	128	x	x	62
December - Décembre .....	—	197	197	x	x	103
Annual - Total - Annuel ....	—	1,150	1,150	x	x	602
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January - Janvier .....	—	31	31	x	x	37
February - Février .....	—	41	41	x	x	33
March - Mars .....	—	47	47	x	x	38
April - Avril .....	—	76	76	x	x	66
May - Mai .....	—	82	82	x	x	76
June - Juin .....	—	76	76	x	x	68
July - Juillet .....	—	68	68	x	x	55
August - Août .....	—	69	69	x	x	52
September - Septembre .....	—	70	70	x	x	58
October - Octobre .....	—	116	116	x	x	51
November - Novembre .....	—	110	110	x	x	80
December - Décembre .....	—	173	173	x	x	117
Annual - Total - Annuel ....	—	959	959	x	x	731



TABLE 3. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 3. Commerce de détail, magasins à succursale et magasins indépendants, suivant le genre de commerce, 1965 - fin

PRINCE EDWARD ISLAND—Concluded— ÎLE-DU-PRINCE-ÉDOUARD—fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	—	6	6	x	x	134
February — Février .....	—	1	1	x	x	118
March — Mars .....	—	59	59	x	x	100
April — Avril .....	—	17	17	x	x	155
May — Mai .....	—	4	4	x	x	140
June — Juin .....	—	28	28	x	x	301
July — Juillet .....	—	5	5	x	x	266
August — Août .....	—	17	17	x	x	167
September — Septembre .....	—	11	11	x	x	261
October — Octobre .....	—	10	10	x	x	301
November — Novembre .....	—	13	13	x	x	183
December — Décembre .....	—	7	7	x	x	327
Annual — Total — Annuel ...	—	178	178	x	x	2,453
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	x	x	134	—	165	165
February — Février .....	x	x	98	—	174	174
March — Mars .....	x	x	62	—	183	183
April — Avril .....	x	x	40	—	205	205
May — Mai .....	x	x	46	—	201	201
June — Juin .....	x	x	10	—	181	181
July — Juillet .....	x	x	32	—	250	250
August — Août .....	x	x	32	—	251	251
September — Septembre .....	x	x	66	—	192	192
October — Octobre .....	x	x	132	—	206	206
November — Novembre .....	x	x	112	—	202	202
December — Décembre .....	x	x	97	—	268	268
Annual — Total — Annuel ...	x	x	861	—	2,478	2,478
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	—	15	15	x	x	679
February — Février .....	—	20	20	x	x	642
March — Mars .....	—	23	23	x	x	824
April — Avril .....	—	17	17	x	x	905
May — Mai .....	—	33	33	x	x	971
June — Juin .....	—	39	39	x	x	1,116
July — Juillet .....	—	55	55	x	x	1,452
August — Août .....	—	43	43	x	x	1,195
September — Septembre .....	—	35	35	x	x	1,125
October — Octobre .....	—	31	31	x	x	979
November — Novembre .....	—	28	28	x	x	1,133
December — Décembre .....	—	118	118	x	x	1,510
Annual — Total — Annuel ...	—	457	457	x	x	12,531

TABLE 4. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 4. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965

NOVA SCOTIA - NOUVELLE-ÉCOSSE

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	13,160	34,164	47,324	5,205	8,605	13,810
February — Février .....	12,876	33,318	46,194	4,668	7,640	12,308
March — Mars .....	14,598	37,933	52,531	4,823	8,028	12,851
April — Avril .....	17,583	42,214	59,797	6,096	8,500	14,596
May — Mai .....	16,606	44,732	61,338	4,776	8,793	13,569
June — Juin .....	17,651	43,645	61,296	5,649	8,229	13,878
July — Juillet .....	17,872	45,042	62,914	5,758	9,593	15,351
August — Août .....	16,579	42,825	59,404	4,936	9,069	14,005
September — Septembre .....	17,252	38,038	55,290	5,215	8,408	13,623
October — Octobre .....	18,091	41,291	59,382	5,721	9,402	15,123
November — Novembre .....	20,748	42,923	63,671	4,949	8,513	13,462
December — Décembre .....	29,515	52,468	81,983	6,520	10,007	16,527
Annual — Total — Annuel ....	212,531	498,593	711,124	64,316	104,787	169,103
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	1,485	2,396	—	2,396
February — Février .....	x	x	1,281	2,678	—	2,678
March — Mars .....	x	x	1,716	3,373	—	3,373
April — Avril .....	x	x	1,745	3,768	—	3,768
May — Mai .....	x	x	1,647	3,714	—	3,714
June — Juin .....	x	x	1,317	3,688	—	3,688
July — Juillet .....	x	x	1,729	3,144	—	3,144
August — Août .....	x	x	1,671	3,561	—	3,561
September — Septembre .....	x	x	1,555	3,970	—	3,970
October — Octobre .....	x	x	1,394	3,974	—	3,974
November — Novembre .....	x	x	1,393	6,278	—	6,278
December — Décembre .....	x	x	1,743	7,043	—	7,043
Annual — Total — Annuel ....	x	x	18,676	47,587	—	47,587
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	2,525	1,424	94	1,518
February — Février .....	x	x	2,204	1,406	88	1,494
March — Mars .....	x	x	2,501	1,822	110	1,932
April — Avril .....	x	x	2,780	2,643	144	2,787
May — Mai .....	x	x	3,310	2,578	145	2,723
June — Juin .....	x	x	3,220	3,000	158	3,158
July — Juillet .....	x	x	3,869	3,065	165	3,230
August — Août .....	x	x	3,331	2,681	187	2,868
September — Septembre .....	x	x	3,242	2,912	147	3,059
October — Octobre .....	x	x	3,351	3,130	148	3,278
November — Novembre .....	x	x	3,130	4,027	173	4,200
December — Décembre .....	x	x	3,768	6,746	349	7,095
Annual — Total — Annuel ....	x	x	37,231	35,434	1,908	37,342

TABLE 4. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 — Continued

TABLEAU 4. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 — suite

NOVA SCOTIA — Continued — NOUVELLE-ÉCOSSE — Suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	6,368	6,368	x	x	5,393
February — Février .....	—	9,636	9,636	x	x	4,523
March — Mars .....	—	11,002	11,002	x	x	5,384
April — Avril .....	—	12,659	12,659	x	x	5,784
May — Mai .....	—	13,570	13,570	x	x	6,412
June — Juin .....	—	13,717	13,717	x	x	5,946
July — Juillet .....	—	11,249	11,249	x	x	7,427
August — Août .....	—	10,729	10,729	x	x	6,845
September — Septembre .....	—	7,649	7,649	x	x	6,666
October — Octobre .....	—	9,314	9,314	x	x	6,289
November — Novembre .....	—	10,472	10,472	x	x	6,992
December — Décembre .....	—	9,794	9,794	x	x	6,639
Annual — Total — Annuel...	—	126,159	126,159	x	x	74,300
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	x	144	450	594
February — Février .....	x	x	x	122	326	448
March — Mars .....	x	x	x	147	458	605
April — Avril .....	x	x	x	208	606	814
May — Mai .....	x	x	x	249	567	816
June — Juin .....	x	x	x	242	549	791
July — Juillet .....	x	x	x	261	539	800
August — Août .....	x	x	x	190	477	667
September — Septembre .....	x	x	x	204	538	742
October — Octobre .....	x	x	x	251	630	881
November — Novembre .....	x	x	x	249	698	947
December — Décembre .....	x	x	x	553	1,029	1,582
Annual — Total — Annuel...	x	x	x	2,820	6,867	9,687
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	—	756	756	92	307	399
February — Février .....	—	558	558	70	213	283
March — Mars .....	—	709	709	113	302	415
April — Avril .....	—	988	988	159	388	547
May — Mai .....	—	1,062	1,062	154	364	518
June — Juin .....	—	1,020	1,020	187	427	614
July — Juillet .....	—	891	891	180	363	543
August — Août .....	—	894	894	141	342	483
September — Septembre .....	—	932	932	162	387	549
October — Octobre .....	—	1,153	1,153	164	411	575
November — Novembre .....	—	1,127	1,127	170	378	548
December — Décembre .....	—	2,210	2,210	445	714	1,159
Annual — Total — Annuel...	—	12,300	12,300	2,037	4,596	6,633

TABLE 4. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 4. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin

NOVA SCOTIA - Concluded - NOUVELLE-ÉCOSSE - fin

Month - Mois	Chain stores - Magasins à succursales	Independent stores - Magasins indépendants	All stores - Tous les magasins	Chain stores - Magasins à succursales	Independent stores - Magasins indépendants	All stores - Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores - Quincailleries			Furniture, television, radio and appliance stores - Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	136	316	452	762	1,068	1,830
February - Février .....	113	235	348	374	1,158	1,532
March - Mars .....	107	290	397	386	1,091	1,477
April - Avril .....	154	348	502	677	1,064	1,741
May - Mai .....	178	454	632	714	1,265	1,979
June - Juin .....	163	536	699	740	1,357	2,097
July - Juillet .....	171	557	728	700	1,557	2,257
August - Août .....	136	534	670	564	1,380	1,944
September - Septembre .....	188	522	710	652	1,371	2,023
October - Octobre .....	230	572	802	717	1,356	2,073
November - Novembre .....	201	543	744	795	1,514	2,309
December - Décembre .....	251	770	1,021	925	1,953	2,878
Annual - Total - Annuel ....	2,028	5,677	7,705	8,006	16,134	24,140
Fuel dealers - Marchands de combustibles			Drug stores - Pharmacies			
January - Janvier .....	203	1,735	1,938	x	x	1,729
February - Février .....	158	1,345	1,503	x	x	1,618
March - Mars .....	152	1,296	1,448	x	x	1,801
April - Avril .....	128	1,090	1,218	x	x	1,796
May - Mai .....	110	939	1,049	x	x	1,696
June - Juin .....	42	357	399	x	x	1,798
July - Juillet .....	44	372	416	x	x	1,831
August - Août .....	31	259	290	x	x	1,764
September - Septembre .....	64	543	607	x	x	1,754
October - Octobre .....	85	732	817	x	x	1,909
November - Novembre .....	140	1,190	1,330	x	x	1,782
December - Décembre .....	243	2,068	2,311	x	x	2,515
Annual - Total - Annuel ....	1,400	11,926	13,326	x	x	21,993
Jewellery stores - Bijouteries			All other stores - Tous les autres magasins			
January - Janvier .....	120	205	325	x	x	x
February - Février .....	82	167	249	x	x	x
March - Mars .....	110	183	293	x	x	x
April - Avril .....	117	195	312	x	x	x
May - Mai .....	129	190	319	x	x	x
June - Juin .....	159	247	406	x	x	x
July - Juillet .....	129	283	412	x	x	x
August - Août .....	168	315	483	x	x	x
September - Septembre .....	169	330	499	x	x	x
October - Octobre .....	107	237	344	x	x	x
November - Novembre .....	210	309	519	x	x	x
December - Décembre .....	548	804	1,352	x	x	x
Annual - Total - Annuel ....	2,048	3,465	5,513	x	x	x



TABLE 5. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 5. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965  
NEW BRUNSWICK - NOUVEAU-BRUNSWICK

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	10,260	26,921	37,181	3,158	7,038	10,196
February — Février .....	10,544	24,527	35,071	2,785	6,367	9,152
March — Mars .....	14,746	30,089	44,835	3,066	6,865	9,931
April — Avril .....	15,794	31,732	47,526	3,522	7,031	10,553
May — Mai .....	15,122	34,134	49,256	2,965	8,162	11,127
June — Juin .....	15,048	33,699	48,747	3,343	7,282	10,625
July — Juillet .....	14,522	36,123	50,645	3,251	8,360	11,611
August — Août .....	14,000	29,119	43,119	3,073	7,161	10,234
September — Septembre .....	13,908	30,304	44,212	3,273	7,464	10,737
October — Octobre .....	15,141	34,055	49,196	3,607	8,185	11,792
November — Novembre .....	16,339	32,874	49,213	3,088	7,759	10,847
December — Décembre .....	22,609	37,013	59,622	4,025	8,950	12,975
Annual — Total — Annuel ....	178,033	380,590	558,623	39,156	90,624	129,780
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	915	1,683	—	1,683
February — Février .....	x	x	797	1,948	—	1,948
March — Mars .....	x	x	927	2,652	—	2,652
April — Avril .....	x	x	914	3,110	—	3,110
May — Mai .....	x	x	912	2,773	—	2,773
June — Juin .....	x	x	984	2,814	—	2,814
July — Juillet .....	x	x	1,049	2,345	—	2,345
August — Août .....	x	x	882	2,779	—	2,779
September — Septembre .....	x	x	961	2,814	—	2,814
October — Octobre .....	x	x	948	3,070	—	3,070
November — Novembre .....	x	x	953	4,500	—	4,500
December — Décembre .....	x	x	1,192	4,766	—	4,766
Annual — Total — Annuel ....	x	x	11,434	35,254	—	35,254
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	2,538	911	163	1,074
February — Février .....	x	x	2,479	921	163	1,084
March — Mars .....	x	x	2,639	1,248	204	1,452
April — Avril .....	x	x	2,929	2,041	249	2,290
May — Mai .....	x	x	3,267	1,814	281	2,095
June — Juin .....	x	x	3,191	1,837	352	2,189
July — Juillet .....	x	x	3,506	2,035	415	2,450
August — Août .....	x	x	3,106	1,903	400	2,303
September — Septembre .....	x	x	3,275	1,933	359	2,292
October — Octobre .....	x	x	3,273	2,091	352	2,443
November — Novembre .....	x	x	3,018	2,483	325	2,808
December — Décembre .....	x	x	3,525	4,353	599	4,952
Annual — Total — Annuel ....	x	x	36,746	23,570	3,862	27,432

TABLE 5. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 5. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

NEW BRUNSWICK—Continued — NOUVEAU-BRUNSWICK—suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	x	x	6,009	x	x	4,524
February — Février .....	x	x	6,884	x	x	3,289
March — Mars .....	x	x	10,504	x	x	4,749
April — Avril .....	x	x	12,071	x	x	3,565
May — Mai .....	x	x	12,403	x	x	4,345
June — Juin .....	x	x	11,855	x	x	4,150
July — Juillet .....	x	x	10,640	x	x	5,786
August — Août .....	x	x	6,214	x	x	5,075
September — Septembre .....	x	x	7,013	x	x	3,916
October — Octobre .....	x	x	9,279	x	x	4,527
November — Novembre .....	x	x	8,784	x	x	4,018
December — Décembre .....	x	x	7,314	x	x	3,661
Annual — Total — Annuel .....	x	x	108,970	x	x	51,605
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	366	x	x	355
February — Février .....	x	x	435	x	x	315
March — Mars .....	x	x	353	x	x	385
April — Avril .....	x	x	440	x	x	426
May — Mai .....	x	x	457	x	x	393
June — Juin .....	x	x	459	x	x	497
July — Juillet .....	x	x	437	x	x	404
August — Août .....	x	x	444	x	x	402
September — Septembre .....	x	x	344	x	x	549
October — Octobre .....	x	x	387	x	x	526
November — Novembre .....	x	x	725	x	x	509
December — Décembre .....	x	x	913	x	x	906
Annual — Total — Annuel .....	x	x	5,760	x	x	5,667
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	148	609	757	43	224	267
February — Février .....	106	530	636	40	176	216
March — Mars .....	194	785	979	80	222	302
April — Avril .....	229	870	1,099	96	321	417
May — Mai .....	218	722	940	89	268	357
June — Juin .....	196	856	1,052	116	308	424
July — Juillet .....	219	690	909	99	257	356
August — Août .....	212	579	791	69	199	268
September — Septembre .....	279	782	1,061	82	271	353
October — Octobre .....	466	910	1,376	76	290	366
November — Novembre .....	242	1,052	1,294	102	251	353
December — Décembre .....	975	1,564	2,539	188	377	565
Annual — Total — Annuel .....	3,484	9,949	13,433	1,080	3,164	4,244

TABLE 5. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 5. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin

NEW BRUNSWICK - Concluded - NOUVEAU-BRUNSWICK - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent Stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	x	x	456	487	910	1,397
February - Février .....	x	x	360	383	736	1,119
March - Mars .....	x	x	510	734	883	1,617
April - Avril .....	x	x	551	648	1,321	1,969
May - Mai .....	x	x	597	644	976	1,620
June - Juin .....	x	x	832	705	1,310	2,015
July - Juillet .....	x	x	866	710	1,170	1,880
August - Août .....	x	x	674	646	1,278	1,924
September - Septembre .....	x	x	872	810	1,374	2,184
October - Octobre .....	x	x	717	806	1,290	2,096
November - Novembre .....	x	x	768	906	1,109	2,015
December - Décembre .....	x	x	1,086	1,153	1,803	2,956
Annual - Total - Annuel ....	x	x	8,289	8,632	14,160	22,792
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	x	x	955	x	x	963
February - Février .....	x	x	943	x	x	901
March - Mars .....	x	x	627	x	x	1,024
April - Avril .....	x	x	419	x	x	995
May - Mai .....	x	x	385	x	x	928
June - Juin .....	x	x	145	x	x	971
July - Juillet .....	x	x	193	x	x	1,044
August - Août .....	x	x	199	x	x	994
September - Septembre .....	x	x	408	x	x	1,022
October - Octobre .....	x	x	556	x	x	1,108
November - Novembre .....	x	x	609	x	x	1,005
December - Décembre .....	x	x	1,173	x	x	1,521
Annual - Total - Annuel ....	x	x	6,612	x	x	12,476
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	x	x	197	x	x	4,529
February - Février .....	x	x	180	x	x	4,333
March - Mars .....	x	x	233	x	x	5,951
April - Avril .....	x	x	223	x	x	5,555
May - Mai .....	x	x	216	x	x	6,441
June - Juin .....	x	x	308	x	x	6,236
July - Juillet .....	x	x	321	x	x	6,848
August - Août .....	x	x	327	x	x	6,503
September - Septembre .....	x	x	295	x	x	6,116
October - Octobre .....	x	x	359	x	x	6,373
November - Novembre .....	x	x	420	x	x	6,587
December - Décembre .....	x	x	991	x	x	8,587
Annual - Total - Annuel ....	x	x	4,070	x	x	74,059

TABLE 6. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 6. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965  
QUÉBEC

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	85,185	300,775	385,960	41,674	68,951	110,625
February — Février .....	87,202	292,623	379,825	38,382	68,379	106,761
March — Mars .....	103,302	230,391	433,693	39,992	70,584	110,576
April — Avril .....	116,395	356,119	472,514	40,292	74,675	114,967
May — Mai .....	121,305	364,160	485,465	43,763	80,581	124,344
June — Juin .....	116,930	348,474	465,404	39,932	76,427	116,359
July — Juillet .....	116,461	337,250	453,711	43,177	82,233	125,410
August — Août .....	104,551	325,027	429,578	35,432	72,912	108,344
September — Septembre .....	118,271	316,217	434,488	39,506	75,730	115,236
October — Octobre .....	133,289	361,719	495,008	46,623	78,631	125,254
November — Novembre .....	135,590	362,594	498,184	40,570	74,235	114,805
December — Décembre .....	182,580	398,860	581,440	42,464	93,916	136,380
<b>Annual — Total — Annuel.....</b>	<b>1,421,063</b>	<b>4,094,209</b>	<b>5,515,272</b>	<b>491,807</b>	<b>917,254</b>	<b>1,409,061</b>
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	599	16,883	17,482	22,850	—	22,850
February — Février .....	875	19,165	20,040	21,594	—	21,594
March — Mars .....	757	19,207	19,964	27,718	—	27,718
April — Avril .....	2,051	20,116	22,167	31,785	—	31,785
May — Mai .....	874	18,642	19,516	31,661	—	31,661
June — Juin .....	1,110	21,209	22,319	29,293	—	29,293
July — Juillet .....	1,076	20,136	21,212	27,532	—	27,532
August — Août .....	1,054	21,953	23,007	27,960	—	27,960
September — Septembre .....	1,051	21,727	22,778	34,638	—	34,638
October — Octobre .....	826	23,087	23,913	36,942	—	36,942
November — Novembre .....	628	20,822	21,450	45,919	—	45,919
December — Décembre .....	1,679	21,019	22,698	55,400	—	55,400
<b>Annual — Total — Annuel.....</b>	<b>12,580</b>	<b>243,966</b>	<b>256,546</b>	<b>393,292</b>	<b>—</b>	<b>393,292</b>
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	10,350	5,371	1,063	6,434
February — Février .....	x	x	8,239	5,010	1,012	6,022
March — Mars .....	x	x	8,557	6,257	1,211	7,468
April — Avril .....	x	x	11,752	8,420	1,410	9,830
May — Mai .....	x	x	13,199	8,932	1,481	10,413
June — Juin .....	x	x	12,633	8,631	1,723	10,354
July — Juillet .....	x	x	13,340	8,512	1,745	10,257
August — Août .....	x	x	12,333	7,722	1,491	9,213
September — Septembre .....	x	x	13,592	8,180	1,653	9,833
October — Octobre .....	x	x	16,200	8,672	1,838	10,510
November — Novembre .....	x	x	14,681	8,852	1,929	10,781
December — Décembre .....	x	x	16,825	16,513	3,176	19,689
<b>Annual — Total — Annuel.....</b>	<b>x</b>	<b>x</b>	<b>151,701</b>	<b>101,072</b>	<b>19,732</b>	<b>120,804</b>



TABLE 6. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 6. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite  
QUÉBEC - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	60,114	60,114	514	36,841	37,355
February — Février .....	—	70,265	70,265	488	31,163	31,651
March — Mars .....	—	83,105	83,105	674	34,677	35,351
April — Avril .....	—	97,535	97,535	826	37,621	38,447
May — Mai .....	—	97,063	97,063	1,671	40,546	42,217
June — Juin .....	—	90,264	90,264	926	40,774	41,700
July — Juillet .....	—	74,516	74,516	1,904	40,401	42,305
August — Août .....	—	62,409	62,409	571	41,201	41,772
September — Septembre .....	—	52,100	52,100	698	37,667	38,365
October — Octobre .....	—	74,856	74,856	726	38,415	39,141
November — Novembre .....	—	77,391	77,391	910	41,765	42,675
December — Décembre .....	—	72,965	72,965	655	38,712	39,367
Annual — Total — Annuel ....	—	912,583	912,583	10,563	459,783	470,346
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	526	6,302	6,828	2,150	6,486	8,636
February — Février .....	389	4,786	5,175	1,826	5,095	6,921
March — Mars .....	448	6,523	6,971	2,232	7,052	9,284
April — Avril .....	628	7,615	8,243	2,897	5,297	8,194
May — Mai .....	616	6,711	7,327	3,292	7,274	10,566
June — Juin .....	726	8,327	9,053	3,278	7,075	10,353
July — Juillet .....	836	7,606	8,442	2,949	6,532	9,481
August — Août .....	488	6,859	7,347	2,653	6,078	8,731
September — Septembre .....	519	5,410	5,929	2,861	6,416	9,277
October — Octobre .....	577	7,142	7,719	3,199	6,939	10,138
November — Novembre .....	760	7,641	8,401	2,826	7,059	9,885
December — Décembre .....	1,105	9,858	10,963	4,849	8,706	13,555
Annual — Total — Annuel ....	7,618	84,780	92,398	35,012	80,009	115,021
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	2,035	4,308	6,343	1,595	3,776	5,371
February — Février .....	1,254	3,407	4,661	1,236	2,100	3,336
March — Mars .....	1,877	5,037	6,914	2,064	3,193	5,257
April — Avril .....	2,617	7,052	9,669	3,087	4,591	7,678
May — Mai .....	2,800	5,907	8,707	3,004	4,118	7,122
June — Juin .....	3,016	5,720	8,736	3,209	4,353	7,562
July — Juillet .....	2,455	5,086	7,541	2,639	4,257	6,896
August — Août .....	2,475	4,660	7,135	2,379	3,399	5,778
September — Septembre .....	3,311	5,921	9,232	2,925	4,996	7,921
October — Octobre .....	3,391	8,123	11,514	3,097	4,357	7,454
November — Novembre .....	3,428	8,180	11,608	4,144	5,760	9,904
December — Décembre .....	4,748	9,602	14,350	4,568	5,639	10,207
Annual — Total — Annuel ....	33,407	73,003	106,410	33,947	50,539	84,486

TABLE 6. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 6. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin  
QUÉBEC - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	1,240	4,012	5,252	1,826	16,933	18,759
February — Février .....	1,244	5,354	6,598	1,354	10,316	11,670
March — Mars .....	1,509	5,574	7,083	2,037	13,715	15,752
April — Avril .....	1,871	5,692	7,563	2,227	18,286	20,513
May — Mai .....	2,420	8,792	11,212	2,745	15,628	18,373
June — Juin .....	2,219	7,863	10,082	2,633	14,225	16,858
July — Juillet .....	1,180	8,361	10,241	2,375	13,070	15,445
August — Août .....	1,870	6,887	8,757	2,167	17,002	19,169
September — Septembre .....	2,066	9,181	11,247	2,260	14,831	17,091
October — Octobre .....	2,256	9,737	11,993	2,746	21,797	24,543
November — Novembre .....	2,145	6,934	9,079	3,135	17,270	20,405
December — Décembre .....	2,981	7,723	10,704	3,337	19,704	23,041
Annual — Total — Annuel ....	23,701	86,110	109,811	28,842	192,777	221,619
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	x	x	17,655	476	12,233	12,709
February — Février .....	x	x	17,062	397	11,848	12,245
March — Mars .....	x	x	13,100	592	12,731	13,323
April — Avril .....	x	x	9,356	384	12,783	13,167
May — Mai .....	x	x	4,162	396	12,006	12,402
June — Juin .....	x	x	3,156	555	12,308	12,863
July — Juillet .....	x	x	2,354	591	12,597	13,188
August — Août .....	x	x	2,876	602	12,139	12,741
September — Septembre .....	x	x	5,633	815	12,604	13,419
October — Octobre .....	x	x	7,994	619	12,632	13,251
November — Novembre .....	x	x	13,518	499	12,884	13,383
December — Décembre .....	x	x	15,486	761	16,781	17,542
Annual — Total — Annuel ....	x	x	112,352	6,687	153,546	160,233
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	634	1,696	2,330	2,714	34,153	36,867
February — Février .....	475	2,491	2,966	11,789	32,830	44,619
March — Mars .....	598	2,910	3,508	15,832	43,932	59,764
April — Avril .....	698	3,610	4,308	17,872	39,470	57,342
May — Mai .....	766	2,658	3,424	17,820	45,939	63,759
June — Juin .....	828	2,704	3,532	20,051	40,238	60,289
July — Juillet .....	663	2,786	3,449	19,252	42,853	62,105
August — Août .....	709	2,913	3,622	17,930	50,456	68,386
September — Septembre .....	801	3,152	3,953	18,020	46,225	64,245
October — Octobre .....	790	2,489	3,279	22,125	48,185	70,310
November — Novembre .....	1,109	3,292	4,401	19,708	50,189	69,897
December — Décembre .....	2,798	8,813	11,611	39,507	51,136	90,643
Annual — Total — Annuel ....	10,869	39,514	50,383	222,620	525,606	748,226

TABLE 7. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLÉAU 7. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965

ONTARIO

Month Mois	Chain stores Magasins à succursales	Independent stores Magasins indépendants	All stores — Tous les magasins	Chain stores Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épicerie et épicerie-boucheries			
January — Janvier .....	189,388	384,953	574,341	85,511	56,599	142,110
February — Février .....	177,424	339,248	516,672	78,759	45,881	124,640
March — Mars .....	200,519	407,688	608,207	84,521	49,975	134,496
April — Avril .....	227,703	441,166	668,869	90,770	54,694	145,464
May — Mai .....	237,941	464,800	702,741	92,215	54,719	146,934
June — Juin .....	227,617	449,143	676,760	84,759	52,715	137,474
July — Juillet .....	240,087	443,858	683,945	93,782	59,287	153,069
August — Août .....	212,465	374,240	586,705	75,885	53,318	129,203
September — Septembre .....	236,147	373,975	610,122	82,816	53,734	136,550
October — Octobre .....	256,240	440,848	697,088	95,641	61,767	157,408
November — Novembre .....	262,578	458,693	721,271	84,827	54,455	139,282
December — Décembre .....	374,241	529,718	903,959	105,783	65,451	171,234
Annual — Total — Annuel ....	842,350	5,108,330	7,950,680	1,055,269	662,595	1,717,864
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	1,941	20,808	22,749	43,415	—	43,415
February — Février .....	1,845	19,327	21,172	40,016	—	40,016
March — Mars .....	2,008	21,808	23,816	47,824	—	47,824
April — Avril .....	1,623	22,186	23,809	57,153	—	57,153
May — Mai .....	2,383	24,105	26,488	56,736	—	56,736
June — Juin .....	2,269	23,658	25,927	52,438	—	52,438
July — Juillet .....	1,964	24,167	26,131	51,755	—	51,755
August — Août .....	2,327	24,522	26,849	50,742	—	50,742
September — Septembre .....	2,516	22,962	25,478	62,137	—	62,137
October — Octobre .....	2,202	24,666	26,868	66,303	—	66,303
November — Novembre .....	2,336	22,240	24,576	83,392	—	83,392
December — Décembre .....	3,278	25,678	28,956	104,861	—	104,861
Annual — Total — Annuel ....	26,692	276,127	302,819	716,772	—	716,772
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	7,824	10,667	2,027	12,694
February — Février .....	x	x	6,676	10,175	1,970	12,145
March — Mars .....	x	x	7,273	12,584	2,187	14,771
April — Avril .....	x	x	8,456	16,594	2,604	19,198
May — Mai .....	x	x	10,419	17,067	2,957	20,024
June — Juin .....	x	x	9,412	16,751	2,718	19,469
July — Juillet .....	x	x	11,456	17,881	3,687	21,568
August — Août .....	x	x	10,138	16,172	3,248	19,420
September — Septembre .....	x	x	9,493	17,180	3,056	20,236
October — Octobre .....	x	x	9,853	18,856	3,377	22,233
November — Novembre .....	x	x	9,040	20,378	3,279	23,657
December — Décembre .....	x	x	10,093	38,836	6,510	45,346
Annual — Total — Annuel ....	x	x	110,133	213,141	37,620	250,761

TABLE 7. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 7. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite  
ONTARIO - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	100,068	100,068	978	54,216	55,194
February — Février .....	—	101,186	101,186	1,218	48,075	49,293
March — Mars .....	—	148,576	148,576	1,531	48,340	49,871
April — Avril .....	—	150,947	150,947	1,769	57,224	58,993
May — Mai .....	—	150,766	150,766	2,809	60,900	63,709
June — Juin .....	—	149,349	149,349	1,182	56,852	58,034
July — Juillet .....	—	119,538	119,538	1,648	66,153	67,801
August — Août .....	—	86,088	86,088	2,439	58,993	61,432
September — Septembre .....	—	83,164	83,164	955	57,463	58,418
October — Octobre .....	—	116,204	116,204	713	63,597	64,310
November — Novembre .....	—	136,662	136,662	605	58,858	59,463
December — Décembre .....	—	128,119	128,119	746	63,377	64,123
Annual — Total — Annuel ....	—	1,470,667	1,470,667	16,593	694,048	710,641
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	1,992	10,747	12,739	x	x	12,116
February — Février .....	1,974	7,169	9,143	x	x	8,623
March — Mars .....	2,573	7,635	10,208	x	x	10,894
April — Avril .....	2,145	8,929	11,074	x	x	13,979
May — Mai .....	3,288	9,042	12,330	x	x	15,482
June — Juin .....	3,722	9,443	13,165	x	x	13,588
July — Juillet .....	2,983	9,488	12,471	x	x	13,331
August — Août .....	2,293	7,189	9,482	x	x	11,690
September — Septembre .....	3,171	9,418	12,589	x	x	14,509
October — Octobre .....	4,496	9,925	14,421	x	x	16,238
November — Novembre .....	3,166	10,739	13,905	x	x	15,035
December — Décembre .....	6,200	18,259	24,459	x	x	25,180
Annual — Total — Annuel ....	38,003	117,983	155,986	x	x	170,665
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	498	4,268	4,766	2,858	4,604	7,462
February — Février .....	367	3,559	3,926	2,235	2,301	4,536
March — Mars .....	572	4,212	4,784	2,939	2,543	5,482
April — Avril .....	636	5,564	6,200	4,531	4,122	8,653
May — Mai .....	659	5,661	6,320	4,637	4,478	9,115
June — Juin .....	617	4,820	5,437	4,567	3,950	8,517
July — Juillet .....	642	4,430	5,072	4,297	4,343	8,640
August — Août .....	683	4,600	5,283	3,715	3,472	7,187
September — Septembre .....	863	5,874	6,737	4,631	4,256	8,887
October — Octobre .....	871	7,001	7,872	4,749	4,386	9,135
November — Novembre .....	759	7,542	8,301	5,185	4,063	9,248
December — Décembre .....	1,350	10,986	12,336	7,550	5,565	13,115
Annual — Total — Annuel ....	8,517	68,517	77,034	51,894	48,083	99,977



TABLE 7. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 — Concluded

TABLEAU 7. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 — fin  
ONTARIO—Concluded — fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent Stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	855	5,306	6,161	4,090	20,101	24,191
February — Février .....	882	5,929	6,811	2,753	12,621	15,374
March — Mars .....	759	6,248	7,007	4,290	16,620	20,910
April — Avril .....	790	6,351	7,141	3,561	17,691	21,252
May — Mai .....	1,216	9,682	10,898	4,034	19,553	23,587
June — Juin .....	1,393	9,470	10,863	4,231	16,405	20,636
July — Juillet .....	1,105	9,732	10,837	4,226	21,266	25,492
August — Août .....	1,094	8,837	9,931	3,461	18,549	22,010
September — Septembre .....	1,313	8,362	9,675	6,480	17,336	23,816
October — Octobre .....	1,138	8,707	9,845	5,679	19,658	25,337
November — Novembre .....	838	8,178	9,016	5,722	28,757	34,479
December — Décembre .....	2,143	11,857	14,000	6,803	22,607	29,410
Annual — Total — Annuel ....	13,526	98,659	112,185	55,330	231,164	286,494
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	991	20,779	21,770	2,528	15,050	17,578
February — Février .....	873	21,103	21,976	2,665	13,407	16,072
March — Mars .....	847	15,394	16,241	2,627	14,698	17,325
April — Avril .....	845	15,766	16,611	2,886	14,392	17,278
May — Mai .....	1,184	9,405	10,589	2,761	14,274	17,035
June — Juin .....	1,014	6,535	7,549	2,745	14,460	17,205
July — Juillet .....	1,089	5,503	6,592	2,792	14,923	17,715
August — Août .....	961	5,426	6,407	2,592	14,241	16,833
September — Septembre .....	1,098	7,283	8,381	3,109	15,035	18,144
October — Octobre .....	1,179	14,113	15,292	3,109	15,619	18,728
November — Novembre .....	950	17,739	18,689	3,221	15,072	18,293
December — Décembre .....	986	21,440	22,426	4,709	21,071	25,780
Annual — Total — Annuel ....	12,037	160,486	172,523	35,744	182,242	217,986
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	1,333	2,680	4,013	27,707	51,784	79,491
February — Février .....	1,204	2,675	3,879	29,835	41,369	71,204
March — Mars .....	1,548	2,980	4,528	32,811	51,390	84,201
April — Avril .....	1,495	3,502	4,997	39,029	58,635	97,664
May — Mai .....	1,834	3,973	5,807	42,208	74,294	116,502
June — Juin .....	1,931	3,794	5,725	45,370	76,602	121,972
July — Juillet .....	1,643	3,984	5,627	49,788	77,062	126,850
August — Août .....	1,796	3,829	5,625	44,517	63,868	108,385
September — Septembre .....	2,065	3,942	6,007	43,301	62,600	105,901
October — Octobre .....	1,899	3,632	5,531	44,200	67,310	111,510
November — Novembre .....	2,888	3,845	6,733	43,236	68,264	111,500
December — Décembre .....	6,966	13,126	20,092	73,291	91,138	164,429
Annual — Total — Annuel ....	26,602	51,962	78,564	515,293	784,316	1,299,609

TABLE 8. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 8. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965

MANITOBA

Month Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	22,767	45,527	68,294	7,673	8,836	16,509
February — Février .....	20,903	42,109	63,012	6,472	8,519	14,991
March — Mars .....	22,590	49,373	71,963	6,753	9,570	16,323
April — Avril .....	27,336	52,577	79,913	7,446	8,310	15,756
May — Mai .....	26,452	54,016	80,468	7,554	9,161	16,715
June — Juin .....	24,250	54,074	78,324	7,062	9,451	16,513
July — Juillet .....	26,599	50,566	77,165	8,383	9,326	17,709
August — Août .....	24,986	49,890	74,876	6,789	8,848	15,637
September — Septembre .....	28,511	45,808	74,319	7,317	9,073	16,390
October — Octobre .....	28,861	52,971	81,832	7,936	12,344	20,280
November — Novembre .....	32,919	53,065	85,984	6,885	12,353	19,238
December — Décembre .....	42,552	58,739	101,291	9,155	12,364	21,519
Annual — Total — Annuel ....	328,726	608,715	937,441	89,425	118,155	207,580
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	1,596	10,843	—	10,843
February — Février .....	x	x	1,613	10,306	—	10,306
March — Mars .....	x	x	2,019	11,306	—	11,306
April — Avril .....	x	x	2,125	14,138	—	14,138
May — Mai .....	x	x	1,995	13,450	—	13,450
June — Juin .....	x	x	1,914	12,340	—	12,340
July — Juillet .....	x	x	2,383	13,025	—	13,025
August — Août .....	x	x	1,999	12,861	—	12,861
September — Septembre .....	x	x	2,100	15,761	—	15,761
October — Octobre .....	x	x	2,100	14,830	—	14,830
November — Novembre .....	x	x	2,186	19,863	—	19,863
December — Décembre .....	x	x	2,423	22,694	—	22,694
Annual — Total — Annuel ....	x	x	24,453	171,417	—	171,417
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	—	3,371	3,371	537	53	590
February — Février .....	—	3,174	3,174	538	51	589
March — Mars .....	—	3,618	3,618	640	55	695
April — Avril .....	—	3,763	3,763	895	70	965
May — Mai .....	—	3,369	3,369	829	68	897
June — Juin .....	—	4,130	4,130	833	78	911
July — Juillet .....	—	4,192	4,192	884	71	955
August — Août .....	—	3,474	3,474	844	68	912
September — Septembre .....	—	3,661	3,661	910	71	981
October — Octobre .....	—	4,378	4,378	1,080	92	1,172
November — Novembre .....	—	4,618	4,618	1,193	101	1,294
December — Décembre .....	—	5,880	5,880	2,060	146	2,206
Annual — Total — Annuel ....	—	47,628	47,628	11,243	924	12,167

TABLE 8. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 8. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

MANITOBA-Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	10,339	10,339	x	x	6,245
February — Février .....	—	10,539	10,539	x	x	6,224
March — Mars .....	—	12,789	12,789	x	x	6,610
April — Avril .....	—	15,044	15,044	x	x	7,159
May — Mai .....	—	17,013	17,013	x	x	7,349
June — Juin .....	—	15,888	15,888	x	x	6,824
July — Juillet .....	—	13,250	13,250	x	x	8,300
August — Août .....	—	13,264	13,264	x	x	7,926
September — Septembre .....	—	9,346	9,346	x	x	6,544
October — Octobre .....	—	13,479	13,479	x	x	7,592
November — Novembre .....	—	13,654	13,654	x	x	5,875
December — Décembre .....	—	10,795	10,795	x	x	7,748
Annual — Total — Annuel ....	—	155,400	155,400	x	x	84,396
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	834	111	867	978
February — Février .....	x	x	493	89	662	751
March — Mars .....	x	x	616	112	738	850
April — Avril .....	x	x	777	185	1,336	1,521
May — Mai .....	x	x	814	176	1,097	1,273
June — Juin .....	x	x	775	183	795	978
July — Juillet .....	x	x	766	196	789	985
August — Août .....	x	x	678	148	784	932
September — Septembre .....	x	x	851	158	910	1,068
October — Octobre .....	x	x	827	192	1,098	1,290
November — Novembre .....	x	x	887	156	852	1,008
December — Décembre .....	x	x	1,221	273	1,334	1,607
Annual — Total — Annuel ....	x	x	9,539	1,979	11,262	13,241
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	257	502	759	170	208	378
February — Février .....	257	236	493	96	124	220
March — Mars .....	240	283	523	125	176	301
April — Avril .....	349	429	778	235	357	592
May — Mai .....	288	376	664	252	352	604
June — Juin .....	289	455	744	272	265	537
July — Juillet .....	342	444	786	268	271	539
August — Août .....	313	432	745	211	311	522
September — Septembre .....	354	475	829	267	331	598
October — Octobre .....	404	489	893	259	356	615
November — Novembre .....	400	633	1,033	386	365	751
December — Décembre .....	732	690	1,422	376	314	690
Annual — Total — Annuel ....	4,225	5,444	9,669	2,917	3,430	6,347

TABLE 8. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 8. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin  
MANITOBA - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	x	x	916	237	841	1,078
February - Février .....	x	x	859	201	984	1,185
March - Mars .....	x	x	976	237	1,142	1,379
April - Avril .....	x	x	1,578	234	1,163	1,397
May - Mai .....	x	x	1,649	198	1,263	1,461
June - Juin .....	x	x	1,710	257	1,184	1,441
July - Juillet .....	x	x	1,725	220	1,077	1,297
August - Août .....	x	x	1,577	279	1,244	1,523
September - Septembre .....	x	x	1,686	228	2,016	2,244
October - Octobre .....	x	x	1,473	238	1,219	1,457
November - Novembre .....	x	x	1,517	260	1,550	1,810
December - Décembre .....	x	x	2,583	271	1,835	2,106
Annual - Total - Annuel ....	x	x	18,249	2,860	15,518	18,378
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	x	x	781	x	x	2,260
February - Février .....	x	x	803	x	x	2,277
March - Mars .....	x	x	697	x	x	2,276
April - Avril .....	x	x	282	x	x	2,600
May - Mai .....	x	x	383	x	x	2,474
June - Juin .....	x	x	252	x	x	2,366
July - Juillet .....	x	x	197	x	x	2,402
August - Août .....	x	x	209	x	x	2,425
September - Septembre .....	x	x	357	x	x	2,418
October - Octobre .....	x	x	465	x	x	2,508
November - Novembre .....	x	x	865	x	x	2,284
December - Décembre .....	x	x	1,117	x	x	3,479
Annual - Total - Annuel ....	x	x	6,408	x	x	29,769
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	x	x	442	x	x	10,375
February - Février .....	x	x	470	x	x	8,025
March - Mars .....	x	x	519	x	x	10,466
April - Avril .....	x	x	443	x	x	10,995
May - Mai .....	x	x	727	x	x	9,631
June - Juin .....	x	x	620	x	x	10,381
July - Juillet .....	x	x	642	x	x	8,012
August - Août .....	x	x	712	x	x	9,480
September - Septembre .....	x	x	644	x	x	8,841
October - Octobre .....	x	x	712	x	x	7,761
November - Novembre .....	x	x	809	x	x	8,292
December - Décembre .....	x	x	1,724	x	x	12,077
Annual - Total - Annuel ....	x	x	8,464	x	x	114,336



TABLE 9. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 9. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965

SASKATCHEWAN

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épicerie et épicerie-boucheries			
January — Janvier .....	15,597	47,247	62,844	4,916	7,563	12,479
February — Février .....	15,503	42,917	58,420	4,679	7,190	11,869
March — Mars .....	17,558	57,159	74,717	4,600	7,826	12,426
April — Avril .....	20,129	65,995	86,124	5,258	7,879	13,137
May — Mai .....	19,154	62,663	81,817	5,088	7,825	12,913
June — Juin .....	19,021	63,015	82,036	4,771	7,363	12,134
July — Juillet .....	19,030	64,702	83,732	5,857	7,691	13,548
August — Août .....	17,876	64,112	81,988	4,427	7,425	11,852
September — Septembre .....	21,530	57,907	79,437	5,328	7,759	13,087
October — Octobre .....	22,441	62,676	85,117	5,789	7,674	13,463
November — Novembre .....	24,392	62,781	87,173	4,950	7,439	12,389
December — Décembre .....	32,831	71,006	103,837	6,629	9,393	16,022
Annual — Total — Annuel...	245,062	722,180	967,242	62,292	93,027	155,319
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	1,448	4,634	—	4,634
February — Février .....	x	x	1,357	4,905	—	4,905
March — Mars .....	x	x	1,721	6,311	—	6,311
April — Avril .....	x	x	1,604	7,207	—	7,207
May — Mai .....	x	x	1,684	6,255	—	6,255
June — Juin .....	x	x	1,939	6,284	—	6,284
July — Juillet .....	x	x	2,024	5,442	—	5,442
August — Août .....	x	x	2,197	5,959	—	5,959
September — Septembre .....	x	x	2,108	8,005	—	8,005
October — Octobre .....	x	x	1,972	7,213	—	7,213
November — Novembre .....	x	x	2,137	9,790	—	9,790
December — Décembre .....	x	x	2,103	11,063	—	11,063
Annual — Total — Annuel ...	x	x	22,294	83,068	—	83,068
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	654	5,273	5,927	679	278	957
February — Février .....	593	5,374	5,967	720	228	948
March — Mars .....	692	6,819	7,511	931	214	1,145
April — Avril .....	600	7,216	7,816	1,242	249	1,491
May — Mai .....	824	8,087	8,911	1,115	348	1,463
June — Juin .....	857	7,555	8,412	1,142	402	1,544
July — Juillet .....	948	7,778	8,726	1,136	433	1,569
August — Août .....	799	8,753	9,552	1,073	233	1,306
September — Septembre .....	724	7,618	8,342	1,191	267	1,458
October — Octobre .....	904	8,059	8,963	1,162	285	1,447
November — Novembre .....	920	7,916	8,836	1,716	352	2,068
December — Décembre .....	851	9,037	9,888	3,060	695	3,755
Annual — Total — Annuel...	9,366	89,485	98,851	15,167	3,984	19,151

TABLE 9. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 9. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

SASKATCHEWAN - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	12,019	12,019	x	x	8,981
February — Février .....	—	12,187	12,187	x	x	5,694
March — Mars .....	—	20,298	20,298	x	x	7,687
April — Avril .....	—	25,601	25,601	x	x	8,852
May — Mai .....	—	18,598	18,598	x	x	10,869
June — Juin .....	—	20,674	20,674	x	x	10,029
July — Juillet .....	—	17,721	17,721	x	x	14,268
August — Août .....	—	18,718	18,718	x	x	12,988
September — Septembre .....	—	15,814	15,814	x	x	10,162
October — Octobre .....	—	17,058	17,058	x	x	10,766
November — Novembre .....	—	18,037	18,037	x	x	10,796
December — Décembre .....	—	19,667	19,667	x	x	9,566
Annual — Total — Annuel ....	—	216,392	216,392	x	x	120,658
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	791	159	738	897
February — Février .....	x	x	549	129	412	541
March — Mars .....	x	x	593	134	506	640
April — Avril .....	x	x	840	216	908	1,124
May — Mai .....	x	x	768	220	812	1,032
June — Juin .....	x	x	640	213	674	887
July — Juillet .....	x	x	578	199	700	899
August — Août .....	x	x	595	164	607	771
September — Septembre .....	x	x	849	204	820	1,024
October — Octobre .....	x	x	762	275	901	1,176
November — Novembre .....	x	x	1,003	244	786	1,030
December — Décembre .....	x	x	1,352	421	972	1,393
Annual — Total — Annuel ....	x	x	9,320	2,578	8,836	11,414
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	x	x	832	x	x	313
February — Février .....	x	x	623	x	x	214
March — Mars .....	x	x	845	x	x	314
April — Avril .....	x	x	1,061	x	x	515
May — Mai .....	x	x	1,005	x	x	476
June — Juin .....	x	x	1,049	x	x	436
July — Juillet .....	x	x	1,168	x	x	454
August — Août .....	x	x	834	x	x	358
September — Septembre .....	x	x	1,076	x	x	514
October — Octobre .....	x	x	1,304	x	x	519
November — Novembre .....	x	x	1,760	x	x	645
December — Décembre .....	x	x	1,670	x	x	543
Annual — Total — Annuel ....	x	x	13,227	x	x	5,301

TABLE 9. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 9. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin  
SASKATCHEWAN - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	x	x	1,531	x	x	2,200
February — Février .....	x	x	1,307	x	x	1,486
March — Mars .....	x	x	1,524	x	x	1,752
April — Avril .....	x	x	1,948	x	x	1,404
May — Mai .....	x	x	2,178	x	x	1,494
June — Juin .....	x	x	2,221	x	x	1,221
July — Juillet .....	x	x	2,250	x	x	1,111
August — Août .....	x	x	1,973	x	x	2,136
September — Septembre .....	x	x	2,006	x	x	1,597
October — Octobre .....	x	x	2,254	x	x	2,148
November — Novembre .....	x	x	2,426	x	x	1,969
December — Décembre .....	x	x	3,832	x	x	2,041
Annual — Total — Annuel ....	x	x	25,450	x	x	20,559
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	x	x	829	x	x	1,885
February — Février .....	x	x	742	x	x	1,822
March — Mars .....	x	x	699	x	x	2,046
April — Avril .....	x	x	472	x	x	2,026
May — Mai .....	x	x	312	x	x	1,980
June — Juin .....	x	x	462	x	x	1,946
July — Juillet .....	x	x	281	x	x	2,023
August — Août .....	x	x	392	x	x	2,183
September — Septembre .....	x	x	716	x	x	2,409
October — Octobre .....	x	x	661	x	x	2,429
November — Novembre .....	x	x	779	x	x	2,029
December — Décembre .....	x	x	872	x	x	3,029
Annual — Total — Annuel ....	x	x	7,217	x	x	25,807
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	x	x	359	3,201	3,561	6,762
February — Février .....	x	x	280	3,257	4,672	7,929
March — Mars .....	x	x	360	3,547	5,298	8,845
April — Avril .....	x	x	408	4,176	6,442	10,618
May — Mai .....	x	x	522	4,429	6,928	11,357
June — Juin .....	x	x	605	4,383	7,170	11,553
July — Juillet .....	x	x	534	4,155	6,981	11,136
August — Août .....	x	x	440	4,174	5,560	9,734
September — Septembre .....	x	x	482	4,399	5,389	9,788
October — Octobre .....	x	x	517	5,432	7,033	12,465
November — Novembre .....	x	x	579	4,844	6,056	10,900
December — Décembre .....	x	x	1,599	8,194	7,248	15,442
Annual — Total — Annuel ....	x	x	6,685	54,191	72,338	126,529

TABLE 10. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 10. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965

ALBERTA

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	35,630	76,722	112,352	x	x	23,712
February — Février .....	33,733	71,397	105,130	x	x	20,808
March — Mars .....	36,202	82,504	118,706	x	x	22,178
April — Avril .....	43,508	94,940	138,448	x	x	24,030
May — Mai .....	42,405	93,728	136,133	x	x	25,933
June — Juin .....	40,868	91,037	131,905	x	x	22,393
July — Juillet .....	39,812	89,390	129,202	x	x	27,857
August — Août .....	41,299	90,149	131,448	x	x	23,349
September — Septembre .....	47,351	85,794	133,145	x	x	25,576
October — Octobre .....	45,943	93,048	138,991	x	x	25,559
November — Novembre .....	49,860	93,967	143,827	x	x	26,035
December — Décembre .....	74,558	104,907	179,465	x	x	33,232
Annual — Total — Annuel ....	531,169	1,067,583	1,598,752	x	x	301,662
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	60	1,765	1,825	13,045	—	13,045
February — Février .....	212	2,033	2,245	12,906	—	12,906
March — Mars .....	288	2,102	2,390	13,257	—	13,257
April — Avril .....	163	2,487	2,650	17,613	—	17,613
May — Mai .....	188	3,351	3,539	15,364	—	15,364
June — Juin .....	178	2,365	2,544	15,489	—	15,488
July — Juillet .....	179	2,960	3,139	11,696	—	11,696
August — Août .....	169	2,099	2,268	15,398	—	15,398
September — Septembre .....	184	2,597	2,781	19,659	—	19,659
October — Octobre .....	180	2,999	3,179	17,701	—	17,701
November — Novembre .....	199	2,391	2,590	22,384	—	22,384
December — Décembre .....	695	2,663	3,358	30,158	—	30,158
Annual — Total — Annuel ....	2,695	29,813	32,508	205,669	—	205,669
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	5,005	1,415	485	1,900
February — Février .....	x	x	5,342	1,419	303	1,722
March — Mars .....	x	x	5,349	1,675	400	2,075
April — Avril .....	x	x	6,392	2,365	515	2,880
May — Mai .....	x	x	6,374	2,277	490	2,767
June — Juin .....	x	x	6,275	2,259	568	2,827
July — Juillet .....	x	x	6,226	2,516	481	2,977
August — Août .....	x	x	6,086	2,414	638	3,052
September — Septembre .....	x	x	5,723	2,656	473	3,129
October — Octobre .....	x	x	6,850	2,553	593	3,146
November — Novembre .....	x	x	6,132	2,991	573	3,564
December — Décembre .....	x	x	6,955	5,401	1,103	6,504
Annual — Total — Annuel ....	x	x	72,709	29,941	6,602	36,543



TABLE 10. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 10. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

ALBERTA—Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	24,097	24,097	129	12,297	12,426
February — Février .....	—	25,337	25,337	125	9,329	9,454
March — Mars .....	—	29,435	29,435	180	10,805	10,985
April — Avril .....	—	34,710	34,710	227	12,484	12,711
May — Mai .....	—	32,097	32,097	84	12,091	12,175
June — Juin .....	—	34,092	34,092	79	11,140	11,219
July — Juillet .....	—	27,908	27,908	92	13,881	13,973
August — Août .....	—	27,411	27,411	114	13,844	13,958
September — Septembre .....	—	24,249	24,249	98	13,461	13,559
October — Octobre .....	—	26,240	26,240	65	14,790	14,855
November — Novembre .....	—	26,093	26,093	177	14,612	14,789
December — Décembre .....	—	28,844	28,844	210	13,463	13,673
Annual — Total — Annuel ....	—	340,513	340,513	1,580	152,197	153,777
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	1,923	472	1,102	1,574
February — Février .....	x	x	1,190	410	708	1,118
March — Mars .....	x	x	1,388	444	1,118	1,562
April — Avril .....	x	x	1,686	681	1,401	2,082
May — Mai .....	x	x	1,651	702	1,376	2,078
June — Juin .....	x	x	1,597	631	1,397	2,028
July — Juillet .....	x	x	1,570	806	1,180	1,986
August — Août .....	x	x	1,678	677	1,303	1,980
September — Septembre .....	x	x	1,877	686	1,218	1,904
October — Octobre .....	x	x	1,826	804	1,486	2,290
November — Novembre .....	x	x	2,357	807	1,246	2,053
December — Décembre .....	x	x	3,306	1,391	1,836	3,227
Annual — Total — Annuel ....	x	x	22,049	8,511	15,371	23,882
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	189	926	1,115	269	628	897
February — Février .....	148	877	1,025	179	508	687
March — Mars .....	158	899	1,057	272	554	826
April — Avril .....	195	1,088	1,283	359	898	1,257
May — Mai .....	196	1,182	1,378	383	930	1,313
June — Juin .....	192	1,254	1,446	373	799	1,172
July — Juillet .....	227	1,120	1,347	412	790	1,202
August — Août .....	243	1,135	1,378	372	923	1,295
September — Septembre .....	263	1,340	1,603	394	839	1,233
October — Octobre .....	235	1,124	1,359	385	806	1,191
November — Novembre .....	266	1,668	1,934	505	821	1,326
December — Décembre .....	345	2,021	2,366	533	908	1,441
Annual — Total — Annuel ....	2,637	14,634	17,291	4,436	9,404	13,840

TABLE 10. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 10. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin  
ALBERTA - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	142	1,532	1,674	x	x	3,183
February - Février .....	156	1,658	1,814	x	x	2,589
March - Mars .....	173	1,880	2,053	x	x	3,032
April - Avril .....	271	2,193	2,464	x	x	3,862
May - Mai .....	278	2,665	2,943	x	x	2,817
June - Juin .....	290	3,054	3,344	x	x	3,714
July - Juillet .....	254	2,030	2,284	x	x	2,842
August - Août .....	273	2,317	2,590	x	x	3,792
September - Septembre .....	269	2,455	2,724	x	x	3,776
October - Octobre .....	283	2,405	2,688	x	x	4,029
November - Novembre .....	305	2,291	2,596	x	x	3,464
December - Décembre .....	429	3,365	3,794	x	x	3,449
Annual - Total - Annuel ....	3,123	27,845	30,968	x	x	40,549
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	x	x	783	586	3,140	3,726
February - Février .....	x	x	841	482	2,963	3,445
March - Mars .....	x	x	466	437	3,063	3,500
April - Avril .....	x	x	557	482	3,458	3,940
May - Mai .....	x	x	742	597	3,141	3,738
June - Juin .....	x	x	884	483	3,114	3,597
July - Juillet .....	x	x	578	509	3,651	4,160
August - Août .....	x	x	312	485	3,186	3,671
September - Septembre .....	x	x	787	577	3,230	3,807
October - Octobre .....	x	x	766	607	3,672	4,279
November - Novembre .....	x	x	1,178	543	2,920	3,463
December - Décembre .....	x	x	956	713	4,478	5,191
Annual - Total - Annuel ....	x	x	8,850	6,501	40,016	46,517
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	272	687	959	x	x	14,508
February - Février .....	229	528	757	x	x	13,850
March - Mars .....	295	744	1,039	x	x	18,114
April - Avril .....	310	704	1,014	x	x	19,317
May - Mai .....	345	768	1,113	x	x	20,111
June - Juin .....	389	735	1,124	x	x	18,161
July - Juillet .....	351	819	1,170	x	x	18,287
August - Août .....	412	822	1,234	x	x	20,996
September - Septembre .....	392	759	1,151	x	x	19,607
October - Octobre .....	411	843	1,254	x	x	20,779
November - Novembre .....	542	928	1,470	x	x	22,399
December - Décembre .....	1,429	2,207	3,636	x	x	29,375
Annual - Total - Annuel ....	5,377	10,544	15,921	x	x	235,504

TABLE 11. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965

TABLEAU 11. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965  
BRITISH COLUMBIA - COLOMBIE-BRITANNIQUE

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	57,890	96,495	154,385	21,020	16,077	37,097
February — Février .....	53,756	95,099	148,855	18,848	14,275	33,123
March — Mars .....	60,384	114,961	175,345	20,532	16,654	37,186
April — Avril .....	68,048	113,231	181,279	21,627	16,803	38,430
May — Mai .....	66,569	116,975	183,544	21,556	17,117	38,673
June — Juin .....	65,825	122,745	188,570	20,916	17,588	38,504
July — Juillet .....	69,408	123,125	192,533	22,942	18,424	41,366
August — Août .....	67,539	115,680	183,219	20,772	17,959	38,731
September — Septembre .....	75,227	114,386	189,613	21,441	17,388	38,829
October — Octobre .....	76,021	117,107	193,128	23,316	17,588	40,904
November — Novembre .....	79,789	119,904	199,693	21,616	16,471	38,087
December — Décembre .....	114,823	136,689	251,512	26,969	20,134	47,103
Annual — Total — Annuel ....	855,279	1,386,397	2,241,676	261,555	206,478	468,033
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	5,803	21,799	—	21,799
February — Février .....	x	x	5,576	20,775	—	20,775
March — Mars .....	x	x	6,315	23,034	—	23,034
April — Avril .....	x	x	6,664	28,298	—	28,298
May — Mai .....	x	x	6,438	26,369	—	26,369
June — Juin .....	x	x	6,988	26,396	—	26,396
July — Juillet .....	x	x	7,017	26,790	—	26,790
August — Août .....	x	x	6,898	27,583	—	27,583
September — Septembre .....	x	x	6,276	33,223	—	33,223
October — Octobre .....	x	x	7,706	32,232	—	32,232
November — Novembre .....	x	x	7,608	37,829	—	37,829
December — Décembre .....	x	x	9,711	50,094	—	50,094
Annual — Total — Annuel ....	x	x	83,000	354,422	—	354,422
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	41	3,329	3,370	1,353	540	1,893
February — Février .....	2	3,436	3,438	1,476	576	2,052
March — Mars .....	23	3,448	3,471	1,763	622	2,385
April — Avril .....	59	4,216	4,275	2,114	665	2,779
May — Mai .....	111	4,765	4,876	2,166	655	2,821
June — Juin .....	169	5,426	5,595	2,278	752	3,030
July — Juillet .....	407	5,181	5,588	2,361	760	3,121
August — Août .....	214	5,023	5,237	2,372	723	3,095
September — Septembre .....	124	4,501	4,625	2,543	849	3,392
October — Octobre .....	37	5,335	5,372	2,426	799	3,225
November — Novembre .....	42	5,139	5,181	2,572	780	3,352
December — Décembre .....	43	6,265	6,308	4,932	1,708	6,640
Annual — Total — Annuel ....	1,272	56,064	57,336	28,356	9,429	37,785

TABLE 11. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Continued

TABLEAU 11. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - suite

BRITISH COLUMBIA—Continued — COLOMBIE-BRITANNIQUE—suite

Month Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	25,575	25,575	275	12,996	13,271
February — Février .....	—	30,016	30,016	283	14,820	15,103
March — Mars .....	—	39,438	39,438	483	14,339	14,822
April — Avril .....	—	36,081	36,081	307	16,790	17,097
May — Mai .....	—	37,127	37,127	317	16,948	17,265
June — Juin .....	—	44,799	44,799	306	17,818	18,124
July — Juillet .....	—	39,092	39,092	319	19,996	20,315
August — Août .....	—	36,548	36,548	341	16,665	17,006
September — Septembre .....	—	29,695	29,695	330	16,160	16,490
October — Octobre .....	—	33,292	33,292	341	16,605	16,946
November — Novembre .....	—	39,891	39,891	328	15,769	16,097
December — Décembre .....	—	36,922	36,922	352	16,694	17,046
Annual — Total — Annuel ....	—	428,476	428,476	3,982	195,600	199,582
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	2,515	890	1,710	2,600
February — Février .....	x	x	1,612	667	1,177	1,844
March — Mars .....	x	x	1,626	847	1,626	2,473
April — Avril .....	x	x	1,897	1,047	1,777	2,824
May — Mai .....	x	x	1,983	1,224	1,387	2,611
June — Juin .....	x	x	2,137	1,100	1,408	2,508
July — Juillet .....	x	x	2,245	1,135	1,402	2,537
August — Août .....	x	x	2,074	874	1,413	2,287
September — Septembre .....	x	x	2,241	1,242	1,864	3,106
October — Octobre .....	x	x	2,330	1,385	1,864	3,249
November — Novembre .....	x	x	2,584	1,214	2,120	3,334
December — Décembre .....	x	x	4,634	2,019	2,692	4,711
Annual — Total — Annuel ....	x	x	27,878	13,644	20,440	34,084
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	395	1,109	1,504	389	959	1,348
February — Février .....	261	637	898	261	769	1,030
March — Mars .....	285	779	1,064	365	911	1,276
April — Avril .....	412	1,057	1,469	395	1,047	1,442
May — Mai .....	492	1,088	1,580	425	1,068	1,493
June — Juin .....	518	993	1,511	440	883	1,323
July — Juillet .....	602	1,136	1,738	469	1,120	1,589
August — Août .....	691	1,272	1,963	453	1,089	1,542
September — Septembre .....	772	1,450	2,222	520	1,305	1,825
October — Octobre .....	965	1,521	2,486	453	1,064	1,517
November — Novembre .....	769	1,473	2,242	451	989	1,440
December — Décembre .....	1,249	2,162	3,411	718	1,354	2,072
Annual — Total — Annuel ....	7,411	14,677	22,088	5,339	12,558	17,897



TABLE 11. Retail Trade, Chain and Independent Stores, by Kind of Business, 1965 - Concluded

TABLEAU 11. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1965 - fin

BRITISH COLUMBIA—Concluded — COLOMBIE-BRITANNIQUE—fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
	Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires		
January — Janvier .....	185	1, 236	1, 421	668	3, 573	4, 241
February — Février .....	238	1, 205	1, 443	603	3, 294	3, 897
March — Mars .....	208	1, 485	1, 693	672	3, 748	4, 420
April — Avril .....	168	1, 876	2, 044	815	4, 272	5, 087
May — Mai .....	260	2, 163	2, 423	676	3, 493	4, 169
June — Juin .....	261	2, 261	2, 522	792	3, 582	4, 374
July — Juillet .....	397	2, 348	2, 745	811	3, 381	4, 192
August — Août .....	323	2, 073	2, 396	853	3, 817	4, 670
September — Septembre .....	461	2, 504	2, 965	823	4, 290	5, 113
October — Octobre .....	284	2, 287	2, 571	826	3, 949	4, 775
November — Novembre .....	205	1, 908	2, 113	1, 084	4, 089	5, 173
December — Décembre .....	449	3, 329	3, 778	1, 216	5, 542	6, 758
Annual — Total — Annuel ....	3, 439	24, 675	28, 114	9, 839	47, 030	56, 869
	Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies		
January — Janvier .....	536	3, 499	4, 035	1, 216	3, 079	4, 295
February — Février .....	474	2, 860	3, 334	1, 261	2, 991	4, 252
March — Mars .....	506	2, 855	3, 361	1, 316	3, 227	4, 543
April — Avril .....	387	2, 144	2, 531	1, 549	3, 360	4, 909
May — Mai .....	383	1, 804	2, 187	1, 436	3, 380	4, 816
June — Juin .....	352	1, 450	1, 802	1, 420	3, 260	4, 680
July — Juillet .....	307	755	1, 062	1, 406	3, 847	5, 253
August — Août .....	317	963	1, 280	1, 460	3, 527	4, 987
September — Septembre .....	434	1, 130	1, 564	1, 523	3, 561	5, 084
October — Octobre .....	445	1, 642	2, 087	1, 601	3, 663	5, 264
November — Novembre .....	596	2, 398	2, 994	1, 435	3, 463	4, 898
December — Décembre .....	616	3, 328	3, 944	2, 271	4, 665	6, 936
Annual — Total — Annuel ....	5, 353	24, 828	30, 181	17, 894	42, 023	59, 917
	Jewellery stores — Bijouteries			All other stores — Tous les autres magasins		
January — Janvier .....	351	1, 214	1, 565	x	x	22, 053
February — Février .....	313	773	1, 086	x	x	19, 376
March — Mars .....	350	1, 012	1, 362	x	x	26, 876
April — Avril .....	405	921	1, 326	x	x	24, 126
May — Mai .....	494	1, 014	1, 508	x	x	27, 205
June — Juin .....	532	1, 141	1, 673	x	x	22, 604
July — Juillet .....	484	1, 371	1, 855	x	x	26, 028
August — Août .....	538	1, 278	1, 816	x	x	25, 106
September — Septembre .....	530	1, 080	1, 610	x	x	31, 353
October — Octobre .....	495	1, 175	1, 670	x	x	27, 502
November — Novembre .....	626	1, 368	1, 994	x	x	24, 876
December — Décembre .....	1, 852	3, 878	5, 730	x	x	35, 714
Annual — Total — Annuel ....	6, 970	16, 225	23, 195	x	x	312, 819

## KIND OF BUSINESS COMPOSITION

1. **Grocery and combination stores:** grocery stores, without fresh meat; combination stores (grocery stores, with fresh meat).
2. **Other food stores:** bakery product stores; candy, nut stores; confectionery stores; dairy products stores; egg and poultry stores; fruit and vegetable stores; meat markets; fish markets; food stores with other merchandise; delicatessen stores; other food stores.
3. **Department stores:** department stores; mail order offices or houses of department stores; non-department stores of department store firms.
4. **General stores:** general stores (more than one-third food).
5. **Variety stores:** variety stores.
6. **Motor vehicle dealers:** automobile dealers; automobile dealers, with wholesale car departments; automobile dealers, with farm implements.
7. **Service stations and garages:** service stations; garages.
8. **Men's clothing stores:** men's and boys' clothing and clothing and furnishings stores; men's and boys' furnishings stores; men's and boys' hat stores; custom tailors.
9. **Women's clothing stores:** women's ready-to-wear stores; lingerie and hosiery stores; accessories and other apparel stores.
10. **Family clothing stores:** family clothing and furnishings stores.
11. **Shoe stores:** men's shoe stores; women's shoe stores; children's and infants' shoe stores; family shoe stores.
12. **Hardware stores:** hardware stores; hardware and farm implement stores.
13. **Furniture, television, radio and appliance stores:** furniture and undertaker stores; furniture stores; household appliance stores; furniture, television, radio and appliance stores.
14. **Fuel dealers:** fuel dealers (other than oil); fuel oil dealers.
15. **Drug stores:** drug stores, without restaurant; drug stores, with restaurant.
16. **Jewellery stores:** jewellery stores.
17. **All other stores:** all other stores not specified above.

## COMPOSITION DES GENRES DE COMMERCE

1. **Épicerie et épicerie-boucheries:** épicerie, sans viande fraîche; épicerie-boucheries (épicerie avec viande fraîche).
2. **Autres magasins alimentaires:** boulangerie et produits; magasins de bonbons et noix; confiseries; magasins de produits laitiers; magasins d'oeufs et volailles; magasins de fruits et légumes; boucheries; poissonneries; magasins d'aliments et autres marchandises; charcuteries; autres magasins d'aliments.
3. **Grands magasins à rayons:** grands magasins (à rayons); comptoirs postaux des grands magasins (à rayons); établissements (non à rayons) des grands magasins.
4. **Magasins généraux:** magasins généraux (plus d'un tiers d'aliments).
5. **Magasins de variétés:** magasins de variétés.
6. **Marchands d'automobiles:** marchands d'automobiles; marchands d'automobiles avec divisions d'automobiles en gros; marchands d'automobiles et machines agricoles.
7. **Postes d'essence et garages:** postes d'essence; garages.
8. **Magasins de vêtements pour hommes:** magasins de vêtements et merceries pour hommes et garçons; magasins de merceries pour hommes et garçons; chapeliers pour hommes et garçons; tailleurs sur mesures.
9. **Magasins de vêtements pour femmes:** magasins de confection pour femmes; magasins de bas et lingerie; magasins d'accessoires et autres vêtements.
10. **Magasins de vêtements pour la famille:** magasins de vêtements et merceries pour la famille.
11. **Magasins de chaussures:** magasins de chaussures pour hommes; magasins de chaussures pour femmes; magasins de chaussures pour enfants et bébés; magasins de chaussures pour la famille.
12. **Quincailleries:** quincailleries; quincaillerie et instruments agricoles.
13. **Magasins de meubles, téléviseurs, radio et accessoires:** magasins de meubles et pompes funèbres; magasins de meubles; magasins d'appareils ménagers; magasins de meubles, téléviseurs, radios et accessoires.
14. **Marchands de combustibles:** marchands de combustibles (autres que l'huile); marchands d'huile de chauffage.
15. **Pharmacies:** pharmacies sans restaurant; pharmacies avec restaurant.
16. **Bijouteries:** bijouteries.
17. **Tous autres magasins:** tous autres magasins non classés ailleurs.

CONFIDENTIAL

DOMINION BUREAU OF STATISTICS

OTTAWA

Merchandising and Services Division

Please return one  
completed copy within  
one month of receipt

RETAIL TRADE  
ANNUAL REPORT  
1965

Please correct any mistakes in Name or Address

Taken in conformity with the requirements of the Statistics  
Act, Chapter 257, Revised Statutes of Canada, 1952.

INSTRUCTIONS

- (1) If you did not operate a full year, please complete this report for that part of the year during which you were in business.  
(2) Please report on a calendar-year base if at all possible or for the fiscal period closest to December 31, 1965.

1. NUMBER OF OUTLETS:

How many retail outlets were operated by this firm in Canada during 1965? .....

2. DESCRIPTION OF BUSINESS:

(If more than one outlet was operated, give details only for the one identified above.)

(Define your business as it is generally known to the public. Examples: grocery store, combination grocery and meat store, fruit and vegetable store, household appliance store, fuel business, women's apparel store, men's clothing store, family clothing store, children's clothing store, hardware, jewellery store, garage, filling station, etc.)

(a) Kind of business .....

(b) To better classify your business, please indicate the percentage of the main commodity groups sold.

Example: groceries, 55%; men's clothing, 5%; hardware, 25%; drugs, 15%.

..... % ..... % ..... % ..... %

3. NET SALES OR RECEIPTS:

Include all service receipts and gross sales of merchandise less returns, cash and trade discounts, and allowances other than trade-ins. Also include proprietors' withdrawals of goods for their own use at retail prices. **Exclude** direct sales taxes and non-trading revenues, such as dividends, rent, bad debts recovered, etc. .... \$ .....

State approximate percentage of sales, if any, made at the wholesale level - i.e., goods sold to other establishments for resale or for their own consumption such as farmers, contractors, manufacturers, government, institutions, etc. .... %

4. INVENTORY:

Report inventory of Merchandise for Re-Sale, end of year, at cost. Exclude store supplies on hand ..... \$ .....

If other than December 31, please indicate date .....

5. ACCOUNTS AND NOTES RECEIVABLE:

Report the amount of money owing to you by your customers from all credit accounts at the end of the year. Report total receivables before provision for bad debts. Do not include unearned income from financial charges nor the amount owing on accounts sold or assigned to financial institutions or accounts collected by suppliers.

Total customers' accounts owing to you at the end of the year ..... \$ .....

CERTIFICATE

This is to certify that the information contained in this schedule is correct and complete to the best of my knowledge and belief, and covers  
the period from ..... 19 ..... to ..... 19 .....

Signature and title of  
person furnishing  
information

{ Name .....  
Title .....

Date of this report ..... 1966

REMARKS

CONFIDENTIEL

BUREAU FÉDÉRAL DE LA STATISTIQUE  
OTTAWA

Division du commerce et des services

Prière de renvoyer une  
copie dans le mois qui  
suit la réception du  
questionnaire

COMMERCE DE DÉTAIL  
RAPPORT ANNUEL  
1965

Prière de corriger toute erreur de nom ou d'adresse

Effectué en conformité des dispositions du chapitre 257 de la  
loi de 1952 sur la statistique. Statuts révisés du Canada.

INSTRUCTIONS

- 1) Si vous n'avez pas été en affaires durant toute l'année, prière de compléter le présent rapport pour la partie de l'année où vous l'avez été.
- 2) Prière de faire rapport, si possible, d'après l'année civile ou d'après l'exercice financier qui se termine le plus près du 31 décembre 1965.

1. NOMBRE DE DÉBOUCHÉS:

Combien de débouchés de détail étaient exploités au Canada par cette maison en 1965? .....

2. DESCRIPTION DE L'ENTREPRISE:

(Si plus d'un débouché a été exploité, ne donnez de renseignements que pour celui qui est indiqué ci-dessus.)

(Définir votre entreprise comme elle est généralement connue du public. Exemples: épicerie, épicerie-boucherie, magasin de fruits et légumes, magasin d'appareils ménagers, commerce de combustibles, magasin de vêtements pour femmes, magasin de vêtements pour hommes, magasin de vêtements pour la famille, magasin de vêtements pour enfants, quincaillerie, bijouterie, garage, poste d'essence, etc.)

a) Genre d'entreprise .....

b) Afin de mieux classer votre entreprise, prière d'indiquer le pourcentage des principaux groupes de marchandises vendues.

Exemple: épicerie, 55%; vêtements pour hommes, 5%; quincaillerie, 25%; produits pharmaceutiques, 15%.

..... % ..... % ..... % ..... %

3. a) VENTES OU RECETTES NETTES:

Inclure toutes les recettes provenant de services rendus ainsi que le montant brut des ventes de marchandises, moins les reprises, les escomptes au comptant et commerciaux et les remises autres que les allocations d'échange. Inclure, au prix de détail, les marchandises converties à leur propre usage par les propriétaires. Exclure les taxes de vente directes et les recettes d'autres sources que le commerce, telles que: dividendes, loyers, mauvaises créances recouvrées, etc. .... \$

Donner le pourcentage approximatif des ventes en gros s'il y en a eu—i.e. marchandises vendues à d'autres établissements pour la revente ou pour leur propre consommation comme les agriculteurs, les entrepreneurs, les manufacturières, les gouvernements, les institutions, etc. .... %

4. STOCK:

Stock de marchandises pour la revente, à la fin de l'année, au prix de revient.

Exclure les fournitures de magasin en mains ..... \$

Si la date est autre que le 31 décembre, prière de l'indiquer .....

5. COMPTES ET BILLETS À RECEVOIR:

Déclarer la somme qui vous était due par vos clients à l'égard de tous vos comptes à crédit à la fin de l'année. Déclarer le total à recevoir avant de faire la provision pour les mauvaises créances. Ne pas inclure le revenu non gagné provenant des frais de financement, ni le montant dû sur les comptes vendus ou cédés aux institutions financières, ni les comptes perçus par les fournisseurs.

Comptes globaux des clients qui vous étaient dus à la fin de l'année ..... \$

CERTIFICAT

Je déclare que les renseignements donnés dans le présent rapport sont de bonne foi et, autant que je sache, complets et exacts, et qu'ils

s'appliquent à la période s'étendant du ..... 19 ..... au ..... 19 .....

Signature et fonction  
de la personne qui a  
fourni les renseignements

{ Signature .....

{ Fonction .....

Date du présent rapport ..... 1966

REMARQUES









CATALOGUE No.

63-209

ANNUAL - ANNUEL /



Canada. Statistics. Bureau of

RETAIL TRADE

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COMMERCE DE DÉTAIL

1966



DOMINION BUREAU OF STATISTICS

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BUREAU FÉDÉRAL DE LA STATISTIQUE

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DOMINION BUREAU OF STATISTICS — BUREAU FÉDÉRAL DE LA STATISTIQUE

Merchandising and Services Division — Division du commerce et des services

## RETAIL TRADE

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## COMMERCE DE DÉTAIL

1966

*Published by Authority of*  
The Minister of Trade and Commerce

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### SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

**Note:** Components may not add to totals due to rounding.

### SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique:

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

**Nota:** Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

CATALOGUE No.

63-209

ANNUAL - ANNUEL

Retail Trade

- -

Commerce de détail

1966

ERRATA

Page 34, Table - 10 - Tableau

Variety stores - Saskatchewan - Magasins de  
variétés

September - Chain stores -- Septembre -  
Magasins à succursales ..... 1,868 to read - doit se lire 1,453

September - Independent stores -- Septembre -  
Magasins indépendants ..... 1,453 " " 287





## INTRODUCTION

This report is the second in a new series (re-instated for 1965) of annual publications providing summary statistics on retail trade in Canada and the provinces. The data shown are based on the current sales estimates published each month in "Retail Trade", Catalogue No. 63-005, and have been adjusted to reflect business "births" and "deaths" during the year in question.

The reader is asked to note that the "final" estimates of retail sales contained in this publication were produced on a 1961 Census benchmark. Further revisions will be made necessary with the publication of results from the 1966 Census of Merchandising and Services, expected shortly, due mainly to major definitional changes which came into effect for the purpose of this Census and which have not yet been incorporated into the annual series.

### Definitions

A **retail outlet** is defined by the Dominion Bureau of Statistics as "a business location engaged primarily in selling merchandise for household or personal consumption" and **retail trade** is interpreted as the aggregate sales made by such outlets. Retail trade does **not** include any form of direct selling which bypasses the retail outlet, e.g. sales made by direct mail, newspaper advertising or door-to-door solicitation; sales made through automatic vending machines; sales of newspapers or magazines sold directly by printers and publishers; and sales made by book and record clubs. In addition, retail trade does not include the retail sales of contractors and wholesalers whose major activity is not retailing, or any type of transaction between individuals.

In this report, retail trade is stratified into sixteen major kind-of-business groupings plus a miscellaneous category. In order to increase the usefulness of these statistics, the composition of each kind-of-business group is described on page 43 of this report. (For a detailed definition of each kind of business, see "Census of Canada, 1961, Retail Trade", Catalogue No. 97-508.) A sample of the questionnaire used in the DBS survey "Annual Retail Trade" is provided on page 44 (in French, page 45).

The sales data in this report are not adjusted for price changes, seasonal variations or number of shopping days.

Le présent rapport est le deuxième d'une nouvelle série (reprise à l'égard de l'année 1965) de statistiques annuelles sommaires sur le commerce de détail du Canada et des provinces. Les données qui y figurent sont fondées sur l'estimation des ventes dont les résultats sont publiés chaque mois dans "Commerce de détail" (numéro de catalogue 63-005) et ont été rectifiées pour tenir compte des inaugurations et des fermetures survenues au cours de l'année.

Le lecteur est prié de remarquer que l'estimation "définitive" des ventes au détail qui figurent dans la présente publication est fondée, au départ, sur les données du recensement de 1961. D'autres rectifications s'imposeront lors de la publication, qu'on espère prochaine, des résultats du recensement 1966 du commerce et des services. Ces rectifications sont rendues nécessaires surtout par les changements importants apportés aux définitions à l'occasion du recensement mais non encore incorporés à la série annuelle.

### Définitions

Un **établissement de détail** est défini par le Bureau fédéral de la statistique comme étant un magasin où se fait principalement la vente de marchandises destinées à la consommation par des ménages et des particuliers; le **commerce de détail** interprété comme étant l'ensemble des ventes faites par ces établissements. Le commerce de détail **ne** comprend **pas** les ventes faites directement au client sans passer par l'établissement de détail, par exemple les ventes faites par la poste, au moyen d'annonces dans les journaux ou de porte en porte, à l'aide de distributrices automatiques, ni les journaux et revues vendus directement par l'imprimeur ou l'éditeur ni les ventes faites par les cercles du livre ou les clubs de disques. Le commerce de détail ne comprend pas non plus les ventes au détail faites par les entrepreneurs et grossistes dont la principale activité n'est pas le commerce de détail, ni les transactions, quelles qu'elles soient, entre particuliers.

Dans le présent rapport, le commerce de détail est divisé suivant le genre de commerce en 16 grands groupes auxquels s'ajoute le groupe des "autres". Afin d'accroître l'utilité de cette statistique, la composition de chaque groupe suivant le genre de commerce est décrite à la page 43 du rapport. (Pour une description détaillée de chaque genre de commerce, voir "Recensement du Canada, 1961, Commerce de détail", numéro de catalogue 97-508). Un exemplaire du questionnaire utilisé pour l'enquête du B.F.S. et intitulé "Commerce de détail, Rapport annuel" est reproduit à la page 45 (en anglais, page 44) pour la gouverne du lecteur.

Les données sur les ventes qui figurent dans le présent rapport n'ont pas été rectifiées pour compenser les changements de prix, les variations saisonnières, ou le nombre de jours d'ouverture des magasins.

## Summary of Results

Sales by Canadian retailers reached a new high in 1966 of \$22,415,873,000 a gain of 7.0 per cent over the 1965 level. Across Canada all sectors of retail trade recorded increases during 1966, ranging from a low of 1.5 per cent for motor vehicle dealers to a high of 14.2 per cent for variety stores. Gains in retail trade have been registered in each successive year since 1961, with the result that the value of retail sales over this five-year period has risen by nearly 40.0 per cent (see table following).

At the provincial level, the largest rate of growth from 1965 to 1966 was experienced in Manitoba (9.8 per cent), followed by Alberta (9.3 per cent) and British Columbia (8.0 per cent). Although the growth-rate was somewhat lower in Quebec and Ontario (6.2 and 6.9 per cent, respectively), the two central provinces continued to account for the largest proportion of total retail trade - 64.1 per cent in 1961, 64.0 per cent in 1966.

## Exposé sommaire des résultats

Les ventes des détaillants canadiens ont atteint un nouveau sommet en 1966 (\$22,415,873,000), dépassant de 7 p. 100 celles de 1965. Partout au Canada, tous les secteurs du commerce de détail ont réalisé en 1966 des augmentations variant de 1.5 p. 100 (marchands de véhicules automobiles) à 14.2 p. 100 (bazars). Le chiffre d'affaires du commerce de détail est en hausse depuis 1961; les ventes de 1966 étaient de 40 p. 100 supérieures à celles de 1961 (voir le tableau suivant).

À l'échelon provincial, les plus importantes augmentations marquées entre 1965 et 1966 sont celles réalisées au Manitoba (9.8 p. 100), en Alberta (9.3 p. 100) et en Colombie-Britannique (8 p. 100). Bien que le taux de croissance qu'on connu le Québec (6.2 p. 100) et l'Ontario (6.9 p. 100) ait été inférieur à celui de ces trois provinces, les provinces centrales demeurent celles où s'effectue la plus forte proportion de ventes au détail, soit 64.1 p. 100 en 1961 et 64 p. 100 en 1966.

Retail Trade, Summary Statistics, 1961 to 1966  
Commerce de détail, statistique sommaire, 1961 à 1966

	1961	1962	1963	1964	1965	1966
Province						
Newfoundland - Terre-Neuve .....	285,568	296,425	313,812	340,259	375,386	404,717
Prince Edward Island - Île-du-Prince-Édouard .....	78,801	81,986	87,495	91,659	97,821	101,344
Nova Scotia - Nouvelle-Écosse .....	580,335	602,502	631,979	663,474	711,124	753,948
New Brunswick - Nouveau-Brunswick .....	435,806	443,871	468,892	506,604	558,623	580,190
Atlantic Provinces - Provinces de l'Atlantique .....	1,380,510	1,424,784	1,502,178	1,601,996	1,742,954	1,840,199
Québec .....	4,107,953	4,482,772	4,763,964	5,108,199	5,515,272	5,857,068
Ontario .....	6,206,685	6,504,427	6,903,100	7,299,363	7,950,680	8,496,949
Manitoba .....	766,711	805,485	836,818	887,266	937,441	1,028,843
Saskatchewan .....	734,493	772,753	836,924	911,712	967,242	1,024,138
Alberta .....	1,272,394	1,366,925	1,422,407	1,502,750	1,598,752	1,747,566
British Columbia <sup>1</sup> - Colombie-Britannique <sup>1</sup> .....	1,604,204	1,736,665	1,850,260	2,039,599	2,241,676	2,421,110
<b>Canada .....</b>	<b>16,072,950</b>	<b>17,093,811</b>	<b>18,115,651</b>	<b>19,350,885</b>	<b>20,954,017</b>	<b>22,415,873</b>
Kind of business - Genre de commerce						
Grocery and combination stores - Épiceries et épiceries-boucheries .....	3,703,787	3,874,464	4,094,505	4,355,948	4,655,413	4,989,256
All other food stores - Tous les autres magasins d'aliments .....	594,453	634,267	671,725	717,634	767,075	827,076
Department stores - Grands magasins à rayons .....	1,550,618	1,638,690	1,750,360	1,923,500	2,053,435	2,200,841
General stores - Magasins généraux .....	607,368	625,610	650,149	670,487	699,470	751,892
Variety stores - Magasins de variétés .....	373,879	395,637	418,621	462,902	550,098	628,222
Motor vehicle dealers - Marchands d'automobiles .....	2,598,816	2,886,126	3,162,731	3,378,787	3,847,000	3,903,505
Service stations and garages - Postes d'essence et garages .....	1,492,121	1,612,055	1,685,547	1,788,235	1,903,036	2,033,077
Men's clothing stores - Magasins de vêtements pour hommes .....	246,904	271,567	292,104	314,800	333,423	341,528
Women's clothing stores - Magasins de vêtements pour femmes .....	315,017	331,865	341,272	363,342	385,354	414,237
Family clothing stores - Magasins de vêtements pour la famille .....	250,942	247,170	256,415	268,651	287,786	303,728
Shoe stores - Magasins de chaussures .....	195,179	210,007	214,551	226,392	243,621	263,227
Hardware stores - quincailleries .....	299,619	303,412	315,584	328,409	343,489	374,688
Furniture, TV, radio and appliance stores - Magasins de meubles, téléviseurs, radio et accessoires .....	572,451	592,747	612,131	643,302	700,485	763,220
Fuel dealers - Marchands de combustibles .....	346,691	387,998	380,782	356,592	362,368	368,435
Drug stores - Pharmacies .....	467,281	482,061	505,420	537,644	586,422	643,026
Jewellery stores - Bijouteries .....	144,922	153,640	163,573	180,046	194,301	203,870
All other stores - Tous les autres magasins .....	2,312,902	2,446,495	2,600,181	2,834,214	3,041,241	3,406,045

<sup>1</sup> Includes Yukon and Northwest Territories.

<sup>1</sup> Y compris le Yukon et les Territoires du Nord-Ouest.

Almost all kinds of business for which data are available recorded gains at the provincial level during 1966, with some notable exceptions. Decreases were noted in five of seventeen kinds of business in Newfoundland, and in three of seventeen in Prince Edward Island and Quebec. Other declines occurred in Nova Scotia, New Brunswick, Alberta and British Columbia. In general, fuel dealers experienced a bad year, as sales of fuel and fuel oil declined in six of the ten provinces. Although sizable increases were registered by motor vehicle dealers in Manitoba (14.3 per cent) and Newfoundland (10.1 per cent), elsewhere the picture was rather bleak: sales declined in Quebec and British Columbia, and rose only marginally (i.e., Ontario, +0.2 per cent) in the remaining provinces. In addition, sales by hardware stores—which rose nationally by 9.1 per cent—fell in three of the four Atlantic provinces, with declines ranging from 0.3 per cent in New Brunswick to 12.4 per cent in Prince Edward Island.

Provincially, the greatest gains at the kind of business level were recorded by variety stores, which rose by 71.5 per cent in Newfoundland, 54.6 per cent in Manitoba and 24.1 per cent in Alberta. Druggists did particularly well in Alberta (+13.5 per cent), British Columbia (+13.2 per cent) and Prince Edward Island (+9.8 per cent). Hardware retailers registered important gains in Quebec and Ontario, rising by 10.7 and 10.6 per cent respectively in these two provinces. A detailed analysis of percentage changes in retail trade from 1965 to 1966 is provided in the following table.

Presque tous les genres de commerce sur lesquels il existe des données ont marqué des avances à l'échelon provincial en 1966; néanmoins, il y a eu des exceptions importantes. On relève des baisses des ventes dans cinq des dix-sept genres de commerce à Terre-Neuve, et dans trois en Île-du-Prince-Édouard et au Québec. Il y a eu des baisses également en Nouvelle-Écosse, au Nouveau-Brunswick, en Alberta et en Colombie-Britannique. Dans l'ensemble, les marchands de combustibles ont connu une mauvaise année, vu que les ventes de mazout ont diminué dans six des dix provinces. Bien que les marchands de véhicules automobiles du Manitoba et de Terre-Neuve aient augmenté leur chiffre de ventes considérablement par rapport à 1965, soit de 14.3 p. 100 et 10.1 p. 100 respectivement, ceux des autres provinces ont été moins heureux: les ventes ont diminué au Québec et en Colombie-Britannique et ne se sont accrues que dans une faible proportion dans les autres provinces (en Ontario, par exemple, de 0.2 p. 100). En outre, les ventes effectuées par les quincailleries, dont le chiffre s'est accru de 9.1 p. 100 à l'échelle nationale, ont diminué dans trois des quatre provinces de l'Atlantique; les pertes varient entre 0.3 p. 100 (Nouveau-Brunswick) et 12.4 p. 100 (Île-du-Prince-Édouard).

À l'échelon provincial, la plus forte hausse parmi les divers genres de commerce a été enregistrée par les bazars. Elle a atteint 71.5 p. 100 à Terre-Neuve, 54.6 p. 100 au Manitoba et 24.1 p. 100 en Alberta. Les pharmaciens ont connu une année particulièrement bonne en Alberta (+13.5 p. 100), en Colombie-Britannique (+13.2 p. 100) et en Île-du-Prince-Édouard (+9.8 p. 100). Les ventes de quincaillerie ont marqué une augmentation appréciable dans les provinces centrales, plus précisément de 10.7 p. 100 au Québec et de 10.6 p. 100 en Ontario. Le tableau suivant donne une étude détaillée des variations proportionnelles survenues dans le commerce de détail entre 1965 et 1966.

Percentage Changes in Retail Trade, by Province and Kind of Business, 1966/1965  
Variation procentuelle du commerce de détail par province et genre de commerce, 1966/1965

Kind of business — Genre de commerce	Canada	Newfoundland — Terre-Neuve	Prince Edward Island — Île-du-Prince-Édouard	Nova Scotia — Nouvelle-Écosse	New Brunswick
Grocery and combination stores — Épiceries et épiceries-boucheries .....	+ 7.2	+ 9.9	- 0.3	+ 2.9	+ 3.1
All other food stores — Tous les autres magasins d'aliments .....	+ 7.8	+ 9.8	+ 9.1	+ 4.6	+ 7.3
Department stores — Grands magasins à rayons .....	+ 7.2	- 2.0	+ 5.5	+ 16.4	- 3.5
General stores — Magasins généraux .....	+ 7.5	+ 4.1	+ 8.0	+ 5.1	+ 4.0
Variety stores — Magasins de variétés .....	+ 14.2	+ 71.5	+ 2.4	+ 13.7	+ 11.1
Motor vehicle dealers — Marchands d'automobiles .....	+ 1.5	+ 10.1	+ 2.1	+ 2.5	+ 4.5
Service stations and garages — Postes d'essence et garages .....	+ 6.8	+ 22.0	+ 2.9	+ 7.6	+ 7.0
Men's clothing stores — Magasins de vêtements pour hommes .....	+ 2.4	x	+ 5.1	x	- 0.7
Women's clothing stores — Magasins de vêtements pour femmes .....	+ 7.5	- 7.2	+ 5.0	+ 10.5	+ 6.9
Family clothing stores — Magasins de vêtements pour la famille .....	+ 5.5	- 4.7	+ 6.0	+ 3.9	+ 0.7
Shoe stores — Magasins de chaussures .....	+ 8.0	+ 1.7	+ 2.9	+ 3.3	+ 7.7
Hardware stores — Quincailleries .....	+ 9.1	- 3.7	- 12.4	+ 3.7	- 0.3
Furniture, TV, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires .....	+ 9.0	+ 2.1	+ 1.5	+ 5.3	+ 4.7
Fuel dealers — Marchands de combustibles .....	+ 1.7	- 2.6	- 20.9	- 9.7	- 9.1
Drug stores — Pharmacies .....	+ 9.7	+ 1.1	+ 9.8	+ 8.6	+ 6.8
Jewellery stores — Bijouteries .....	+ 4.9	+ 9.2	+ 17.3	+ 3.1	+ 9.8
All other stores — Tous les autres magasins .....	+ 12.0	x	+ 6.5	x	+ 3.3
All stores — Total — Tous les magasins .....	+ 7.0	+ 7.8	+ 3.6	+ 6.0	+ 3.9



**Percentage Changes in Retail Trade, by Province and Kind of Business, 1966/1965 — Concluded**  
**Variation procentuelle du commerce de détail par province et genre de commerce, 1966/1965 — fin**

Kind of business Genre de commerce	Atlantic Provinces — Provinces de l'Atlantique	Québec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia <sup>1</sup> — Colombie- Britannique <sup>1</sup>
Grocery and combination stores — Épiceries et épicerie-boucheries.....	+ 4.2	+ 6.3	+ 7.1	+ 8.7	+ 6.6	+ 7.9	+ 11.7
All other food stores — Tous les autres magasins d'aliments .....	+ 7.0	+ 4.0	+ 8.7	+ 7.1	+ 12.9	+ 5.8	+ 16.4
Department stores — Grands magasins à rayons .....	+ 4.9	+ 10.5	+ 5.7	+ 5.0	+ 4.8	+ 9.1	+ 7.8
General stores — Magasins généraux .....	+ 4.6	+ 8.9	+ 9.2	+ 9.3	+ 7.4	+ 7.2	+ 7.5
Variety stores — Magasins de variétés.....	+ 16.0	+ 7.2	+ 14.0	+ 54.6	+ 17.0	+ 24.1	+ 10.6
Motor vehicle dealers — Marchands d'automobiles .....	+ 4.8	- 0.7	+ 0.2	+ 14.3	+ 6.2	+ 5.5	- 2.4
Service stations and garages — Postes d'essence et garages .....	+ 9.6	+ 3.2	+ 9.1	+ 6.8	+ 1.4	+ 8.4	+ 7.1
Men's clothing stores — Magasins de vêtements pour hommes .....	+ 2.9	- 1.1	+ 3.0	+ 5.6	+ 1.2	+ 6.5	+ 6.8
Women's clothing stores — Magasins de vêtements pour femmes .....	+ 7.9	+ 4.7	+ 8.5	+ 11.6	+ 2.3	+ 14.0	+ 7.1
Family clothing stores — Magasins de vêtements pour la famille .....	- 0.2	+ 6.4	+ 4.4	+ 7.0	+ 8.3	+ 6.6	+ 13.4
Shoe stores — Magasins de chaussures .....	+ 4.0	+ 12.0	+ 6.5	+ 3.4	+ 5.8	+ 4.5	+ 6.4
Hardware stores — Quincailleries .....	+ 0.8	+ 10.7	+ 10.6	+ 7.0	+ 4.1	+ 7.6	+ 9.5
Furniture, TV, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires .....	+ 4.5	+ 9.9	+ 10.5	+ 6.8	+ 1.2	+ 9.1	+ 5.5
Fuel dealers — Marchands de combustibles .....	- 8.8	- 1.3	+ 5.1	+ 5.8	+ 1.2	- 9.1	+ 4.2
Drug stores — Pharmacies .....	+ 6.7	+ 9.2	+ 9.1	+ 9.6	+ 7.8	+ 13.5	+ 13.2
Jewellery stores — Bijouteries .....	+ 6.7	+ 0.9	+ 4.3	+ 10.1	+ 8.0	+ 10.4	+ 8.4
All other stores — Tous les autres magasins .....	+ 6.9	+ 13.7	+ 10.8	+ 12.6	+ 6.6	+ 16.5	+ 14.7
<b>All stores — Total — tous les magasins .....</b>	<b>+ 5.6</b>	<b>+ 6.2</b>	<b>+ 6.9</b>	<b>+ 9.8</b>	<b>+ 5.9</b>	<b>+ 9.3</b>	<b>+ 8.0</b>

<sup>1</sup> Includes Yukon and Northwest Territories.

<sup>1</sup> Y compris le Yukon et les Territoires du Nord-Ouest.

TABLE 1. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 1. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966

CANADA

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	469,378	1,115,727	1,585,105	180,341	201,751	382,092
February — Février .....	464,190	1,060,248	1,524,438	177,776	189,338	367,114
March — Mars .....	555,837	1,305,131	1,860,968	193,822	207,585	401,407
April — Avril .....	592,816	1,257,430	1,850,246	209,618	215,700	425,318
May — Mai .....	565,738	1,258,899	1,824,637	189,434	211,250	400,684
June — Juin .....	605,781	1,288,488	1,894,269	203,660	214,172	417,832
July — Juillet .....	579,137	1,247,597	1,826,734	202,969	223,699	426,668
August — Août .....	571,970	1,220,723	1,792,693	183,853	214,275	398,128
September — Septembre .....	642,109	1,200,842	1,842,951	211,447	224,012	435,459
October — Octobre .....	630,083	1,301,222	1,931,305	200,021	227,947	427,968
November — Novembre .....	681,351	1,320,269	2,001,620	188,594	218,110	406,704
December — Décembre .....	991,493	1,489,414	2,480,907	241,775	258,107	499,882
Annual — Total — Annuel ....	7,349,883	15,065,990	22,415,873	2,383,310	2,605,946	4,989,256
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	3,954	53,644	57,598	134,596	—	134,596
February — Février .....	4,332	56,914	61,246	131,427	—	131,427
March — Mars .....	4,964	62,535	67,499	163,030	—	163,030
April — Avril .....	5,151	64,296	69,447	172,193	—	172,193
May — Mai .....	5,021	63,154	68,175	164,427	—	164,427
June — Juin .....	5,447	65,615	71,062	165,164	—	165,164
July — Juillet .....	4,896	65,314	70,210	147,595	—	147,595
August — Août .....	5,370	67,486	72,856	166,835	—	166,835
September — Septembre .....	5,427	64,883	70,310	199,484	—	199,484
October — Octobre .....	4,899	68,781	73,680	193,774	—	193,774
November — Novembre .....	4,653	64,174	68,827	245,720	—	245,720
December — Décembre .....	8,362	67,804	76,166	316,596	—	316,596
Annual — Total — Annuel ....	62,476	764,600	827,076	2,200,841	—	2,200,841
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	1,555	46,819	48,374	25,227	4,910	30,137
February — Février .....	1,551	44,794	46,345	25,241	4,947	30,188
March — Mars .....	1,681	50,653	52,334	31,768	5,418	37,186
April — Avril .....	1,861	60,050	61,911	41,445	6,564	48,009
May — Mai .....	2,115	60,587	62,702	40,483	6,718	47,201
June — Juin .....	2,431	63,467	65,898	44,946	7,740	52,686
July — Juillet .....	2,920	64,598	67,518	44,135	8,145	52,280
August — Août .....	2,353	63,259	65,612	41,912	7,576	49,488
September — Septembre .....	2,401	63,250	65,651	44,809	7,651	52,460
October — Octobre .....	2,312	67,133	69,445	45,852	7,676	53,528
November — Novembre .....	2,243	64,776	67,019	52,882	7,984	60,866
December — Décembre .....	2,916	76,167	79,083	98,643	15,550	114,193
Annual — Total — Annuel ....	26,339	725,553	751,892	537,343	90,879	628,222

TABLE 1. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 1. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite  
CANADA - Continued - suite

Month Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January - Janvier .....	2,798	266,312	269,110	2,463	154,384	156,847
February - Février .....	3,693	296,942	300,635	2,606	136,210	138,816
March - Mars .....	5,850	429,776	435,626	3,398	144,098	147,496
April - Avril .....	5,354	346,214	351,568	4,238	168,793	173,031
May - Mai .....	6,184	341,794	347,978	6,403	170,757	177,160
June - Juin .....	5,459	361,392	366,851	3,345	166,948	170,293
July - Juillet .....	5,267	305,669	310,936	4,445	188,821	193,266
August - Août .....	5,409	291,871	297,280	4,011	178,875	182,886
September - Septembre .....	3,934	257,125	261,059	2,403	166,422	168,825
October - Octobre .....	5,250	313,791	319,041	2,452	175,785	178,237
November - Novembre .....	4,474	328,857	333,331	2,635	168,506	171,141
December - Décembre .....	5,258	304,832	310,090	2,195	172,884	175,079
Annual - Total - Annuel ....	58,930	3,844,575	3,903,505	40,594	1,992,483	2,033,077
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January - Janvier .....	2,838	24,772	27,610	8,372	21,745	30,117
February - Février .....	3,460	17,733	21,193	6,811	17,590	24,401
March - Mars .....	3,454	21,282	24,736	8,206	22,669	30,875
April - Avril .....	2,986	22,214	25,200	9,678	22,603	32,281
May - Mai .....	4,592	21,181	25,773	11,205	23,277	34,482
June - Juin .....	4,967	25,118	30,085	12,411	23,677	36,088
July - Juillet .....	4,774	21,927	26,701	11,075	20,782	31,857
August - Août .....	3,412	20,652	24,064	10,017	20,649	30,666
September - Septembre .....	3,870	21,958	25,828	11,330	23,283	34,613
October - Octobre .....	4,955	22,808	27,763	11,867	25,428	37,295
November - Novembre .....	4,714	26,626	31,340	11,413	24,466	35,879
December - Décembre .....	8,006	43,229	51,235	21,930	33,753	55,683
Annual - Total - Annuel ....	52,028	289,500	341,528	134,315	279,922	414,237
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January - Janvier .....	4,324	14,599	18,923	6,568	12,462	19,030
February - Février .....	3,279	11,480	14,759	4,680	7,357	12,037
March - Mars .....	4,478	15,731	20,209	7,066	10,100	17,166
April - Avril .....	5,730	19,092	24,822	9,744	13,159	22,903
May - Mai .....	5,568	17,062	22,630	8,793	12,158	20,951
June - Juin .....	5,973	18,312	24,285	10,596	12,481	23,077
July - Juillet .....	5,563	15,698	21,261	8,604	12,354	20,958
August - Août .....	5,733	16,519	22,252	7,773	11,615	19,388
September - Septembre .....	6,851	19,281	26,132	10,229	14,608	24,837
October - Octobre .....	7,515	22,563	30,078	9,202	13,083	22,285
November - Novembre .....	7,332	24,927	32,259	11,279	13,912	25,191
December - Décembre .....	11,755	34,363	46,118	17,599	17,805	35,404
Annual - Total - Annuel ....	74,101	229,627	303,728	112,133	151,094	263,227

TABLE 1. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 1. Commerce de détail, magasins à succursales et magasins indépendants,  
suivant le genre de commerce, 1966 - fin  
CANADA - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier.....	3,369	16,636	20,005	9,015	54,778	63,793
February - Février.....	3,607	18,505	22,112	6,523	38,020	44,543
March - Mars.....	3,958	20,993	24,951	9,563	52,523	62,086
April - Avril.....	4,553	22,699	27,252	7,821	50,240	58,061
May - Mai.....	5,245	27,806	33,051	9,670	47,908	57,578
June - Juin.....	6,046	29,786	35,832	9,855	48,189	58,054
July - Juillet.....	5,029	28,314	33,343	8,858	49,017	57,875
August - Août.....	5,329	26,060	31,099	8,610	56,172	64,782
September - Septembre.....	5,037	29,843	35,170	11,449	52,177	63,626
October - Octobre.....	5,254	29,158	34,412	11,637	58,535	70,172
November - Novembre.....	4,864	26,206	31,070	13,141	69,340	82,481
December - Décembre.....	8,104	38,287	46,391	13,658	66,511	80,169
Annual - Total - Annuel....	60,395	314,293	374,688	119,810	643,410	763,220
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier.....	3,630	46,086	49,716	6,101	43,593	49,694
February - Février.....	3,381	42,984	46,365	6,285	41,619	47,904
March - Mars.....	2,894	33,602	36,496	7,098	45,438	52,536
April - Avril.....	2,405	27,660	30,065	6,845	46,756	53,601
May - Mai.....	2,708	24,064	26,772	6,563	44,042	50,605
June - Juin.....	2,480	13,697	16,177	6,743	45,076	51,819
July - Juillet.....	2,028	9,859	11,887	6,589	45,729	52,318
August - Août.....	2,113	10,703	12,816	6,632	44,697	51,329
September - Septembre.....	2,733	16,523	19,256	7,460	46,644	54,104
October - Octobre.....	3,433	26,893	30,326	7,373	47,174	54,547
November - Novembre.....	3,823	35,302	39,125	7,110	44,170	51,280
December - Décembre.....	4,109	45,325	49,434	10,895	62,394	73,289
Annual - Total - Annuel....	35,737	332,698	368,435	85,694	557,332	643,026
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier.....	2,997	7,406	10,403	71,230	145,830	217,060
February - Février.....	2,783	8,786	11,569	76,755	127,029	203,784
March - Mars.....	3,686	9,655	13,341	100,921	173,073	273,994
April - Avril.....	3,394	9,897	13,291	99,800	161,493	261,293
May - Mai.....	3,936	11,004	14,940	93,391	176,137	269,528
June - Juin.....	4,364	10,675	15,039	111,884	182,143	294,027
July - Juillet.....	3,520	10,448	13,968	110,870	177,223	288,093
August - Août.....	3,818	10,884	14,702	109,080	179,430	288,510
September - Septembre.....	4,246	11,247	15,493	108,709	181,935	290,644
October - Octobre.....	4,416	10,218	14,634	109,871	184,249	294,120
November - Novembre.....	6,107	11,862	17,969	110,367	191,051	301,418
December - Décembre.....	16,254	32,267	48,521	203,438	220,136	423,574
Annual - Total - Annuel....	59,521	144,349	203,870	1,306,316	2,099,729	3,406,045



TABLE 2. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 2. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966  
NEWFOUNDLAND - TERRE-NEUVE

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épicerie et épicerie-boucheries			
January — Janvier .....	5,877	19,099	24,976	x	x	5,863
February — Février .....	6,662	19,087	25,749	x	x	6,305
March — Mars .....	8,086	22,142	30,228	x	x	7,036
April — Avril .....	8,936	24,172	33,108	x	x	7,676
May — Mai .....	9,687	24,391	34,078	x	x	6,881
June — Juin .....	9,704	25,302	35,006	x	x	7,050
July — Juillet .....	9,897	27,879	37,776	x	x	6,809
August — Août .....	9,701	25,823	35,524	x	x	7,128
September — Septembre .....	9,631	24,267	33,898	x	x	8,042
October — Octobre .....	10,102	24,639	34,741	x	x	7,007
November — Novembre .....	10,456	25,911	36,367	x	x	7,500
December — Décembre .....	13,006	30,260	43,266	x	x	7,948
Annual — Total — Annuel....	111,745	292,972	404,717	x	x	85,245
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	—	845	845	2,078	—	2,078
February — Février .....	—	1,022	1,022	2,326	—	2,326
March — Mars .....	—	1,143	1,143	2,952	—	2,952
April — Avril .....	—	1,333	1,333	3,029	—	3,029
May — Mai .....	—	1,167	1,167	3,258	—	3,258
June — Juin .....	—	1,344	1,344	3,064	—	3,064
July — Juillet .....	—	2,020	2,020	2,331	—	2,331
August — Août .....	—	1,721	1,721	2,865	—	2,865
September — Septembre .....	—	1,078	1,078	2,765	—	2,765
October — Octobre .....	—	1,139	1,139	3,391	—	3,391
November — Novembre .....	—	1,094	1,094	4,108	—	4,108
December — Décembre .....	—	1,225	1,225	3,879	—	3,879
Annual — Total — Annuel....	—	15,131	15,131	36,046	—	36,046
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	268	4,806	5,074	x	x	179
February — Février .....	245	4,382	4,627	x	x	239
March — Mars .....	323	5,898	6,221	x	x	205
April — Avril .....	106	6,370	6,476	x	x	785
May — Mai .....	254	5,503	5,757	x	x	648
June — Juin .....	138	6,573	6,711	x	x	786
July — Juillet .....	268	6,685	6,953	x	x	800
August — Août .....	125	6,479	6,604	x	x	714
September — Septembre .....	528	6,154	6,682	x	x	689
October — Octobre .....	381	5,927	6,308	x	x	641
November — Novembre .....	363	6,659	7,022	x	x	813
December — Décembre .....	363	8,903	9,266	x	x	1,606
Annual — Total — Annuel ...	3,362	74,339	77,701	x	x	8,105

TABLE 2. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 2. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite  
NEWFOUNDLAND-Continued - TERRE-NEUVE-suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	1,011	1,715	2,726	—	2,900	2,900
February — Février .....	1,759	2,984	4,743	—	2,713	2,713
March — Mars .....	2,102	3,566	5,668	—	2,554	2,554
April — Avril .....	2,190	3,716	5,906	—	2,152	2,152
May — Mai .....	2,981	5,058	8,039	—	2,769	2,769
June — Juin .....	2,879	4,884	7,763	—	2,925	2,925
July — Juillet .....	3,297	5,592	8,889	—	3,572	3,572
August — Août .....	2,798	4,747	7,545	—	3,253	3,253
September — Septembre .....	2,124	3,602	5,726	—	2,798	2,798
October — Octobre .....	2,693	4,568	7,261	—	3,187	3,187
November — Novembre .....	2,016	3,420	5,436	—	3,257	3,257
December — Décembre .....	2,029	3,443	5,472	—	2,102	2,102
Annual — Total — Annuel ....	27,879	47,295	75,174	—	34,182	34,182
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	—	27	27	x	x	54
February — Février .....	—	45	45	x	x	72
March — Mars .....	—	34	34	x	x	57
April — Avril .....	—	50	50	x	x	82
May — Mai .....	—	32	32	x	x	93
June — Juin .....	—	45	45	x	x	98
July — Juillet .....	—	48	48	x	x	72
August — Août .....	—	71	71	x	x	79
September — Septembre .....	—	88	88	x	x	58
October — Octobre .....	—	48	48	x	x	101
November — Novembre .....	—	88	88	x	x	80
December — Décembre .....	—	171	171	x	x	166
Annual — Total — Annuel ....	—	747	747	x	x	1,012
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	x	x	857	x	x	163
February — Février .....	x	x	709	x	x	106
March — Mars .....	x	x	860	x	x	209
April — Avril .....	x	x	1,324	x	x	342
May — Mai .....	x	x	1,208	x	x	353
June — Juin .....	x	x	1,140	x	x	359
July — Juillet .....	x	x	1,078	x	x	488
August — Août .....	x	x	1,229	x	x	356
September — Septembre .....	x	x	1,032	x	x	357
October — Octobre .....	x	x	1,336	x	x	405
November — Novembre .....	x	x	1,663	x	x	397
December — Décembre .....	x	x	2,215	x	x	699
Annual — Total — Annuel ....	x	x	14,651	x	x	4,234

TABLE 2, Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 2. Commerce de détail, magasins à succursale et magasins indépendants, suivant le genre de commerce, 1966 - fin  
NEWFOUNDLAND - Concluded - TERRE-NEUVE - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	—	157	157	x	x	742
February - Février .....	—	155	155	x	x	317
March - Mars .....	—	272	272	x	x	398
April - Avril .....	—	174	174	x	x	333
May - Mai .....	—	139	139	x	x	402
June - Juin .....	—	215	215	x	x	480
July - Juillet .....	—	224	224	x	x	316
August - Août .....	—	139	139	x	x	417
September - Septembre .....	—	196	196	x	x	783
October - Octobre .....	—	199	199	x	x	465
November - Novembre .....	—	122	122	x	x	732
December - Décembre .....	—	455	455	x	x	1,385
Annual - Total - Annuel ...	—	2,447	2,447	x	x	6,770
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	x	x	410	x	x	707
February - Février .....	x	x	390	x	x	690
March - Mars .....	x	x	254	x	x	733
April - Avril .....	x	x	257	x	x	817
May - Mai .....	x	x	341	x	x	757
June - Juin .....	x	x	190	x	x	837
July - Juillet .....	x	x	296	x	x	815
August - Août .....	x	x	115	x	x	720
September - Septembre .....	x	x	459	x	x	758
October - Octobre .....	x	x	402	x	x	761
November - Novembre .....	x	x	442	x	x	666
December - Décembre .....	x	x	375	x	x	1,083
Annual - Total - Annuel ...	x	x	3,931	x	x	9,344
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	—	59	59	x	x	2,135
February - Février .....	—	53	53	x	x	1,237
March - Mars .....	—	54	54	x	x	1,578
April - Avril .....	—	29	29	x	x	2,343
May - Mai .....	—	61	61	x	x	2,173
June - Juin .....	—	73	73	x	x	1,926
July - Juillet .....	—	59	59	x	x	3,006
August - Août .....	—	114	114	x	x	2,459
September - Septembre .....	—	71	71	x	x	2,316
October - Octobre .....	—	109	109	x	x	1,981
November - Novembre .....	—	187	187	x	x	2,760
December - Décembre .....	—	276	276	x	x	4,943
Annual - Total - Annuel ...	—	1,145	1,145	x	x	28,852

TABLE 3. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 3. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966

PRINCE EDWARD ISLAND - ÎLE-DU-PRINCE-ÉDOUARD

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	1,272	5,386	6,658	x	x	1,638
February — Février .....	1,377	4,915	6,292	x	x	1,312
March — Mars .....	1,645	6,357	8,002	x	x	1,458
April — Avril .....	1,789	6,842	8,631	x	x	1,554
May — Mai .....	1,736	6,693	8,429	x	x	1,435
June — Juin .....	1,888	7,207	9,095	x	x	1,547
July — Juillet .....	1,980	8,260	10,240	x	x	2,384
August — Août .....	1,921	5,933	7,854	x	x	1,531
September — Septembre .....	1,737	6,226	7,963	x	x	1,714
October — Octobre .....	1,886	6,541	8,427	x	x	1,597
November — Novembre .....	2,163	6,832	8,995	x	x	1,527
December — Décembre .....	2,840	7,918	10,758	x	x	1,721
Annual — Total — Annuel ....	22,234	79,110	101,344	x	x	19,418
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	134	616	—	616
February — Février .....	x	x	107	729	—	729
March — Mars .....	x	x	207	854	—	854
April — Avril .....	x	x	159	810	—	810
May — Mai .....	x	x	121	827	—	827
June — Juin .....	x	x	144	753	—	753
July — Juillet .....	x	x	123	592	—	592
August — Août .....	x	x	146	612	—	612
September — Septembre .....	x	x	149	677	—	677
October — Octobre .....	x	x	123	916	—	916
November — Novembre .....	x	x	151	1,124	—	1,124
December — Décembre .....	x	x	144	1,179	—	1,179
Annual — Total — Annuel ....	x	x	1,708	9,689	—	9,689
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	—	745	745	x	x	147
February — Février .....	—	817	817	x	x	141
March — Mars .....	—	944	944	x	x	210
April — Avril .....	—	952	952	x	x	287
May — Mai .....	—	1,215	1,215	x	x	255
June — Juin .....	—	1,206	1,206	x	x	334
July — Juillet .....	—	1,288	1,288	x	x	363
August — Août .....	—	1,137	1,137	x	x	336
September — Septembre .....	—	1,130	1,130	x	x	272
October — Octobre .....	—	1,264	1,264	x	x	214
November — Novembre .....	—	1,315	1,315	x	x	305
December — Décembre .....	—	1,507	1,507	x	x	606
Annual — Total — Annuel ....	—	13,520	13,520	x	x	3,470



TABLE 3. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 3. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

PRINCE EDWARD ISLAND - Continued - ÎLE-DU-PRINCE-ÉDOUARD - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January - Janvier .....	—	1,470	1,470	—	550	550
February - Février .....	—	1,321	1,321	—	616	616
March - Mars .....	—	2,191	2,191	—	666	666
April - Avril .....	—	2,392	2,392	—	701	701
May - Mai .....	—	2,049	2,049	—	765	765
June - Juin .....	—	1,864	1,864	—	1,053	1,053
July - Juillet .....	—	2,007	2,007	—	1,071	1,071
August - Août .....	—	774	774	—	1,236	1,236
September - Septembre .....	—	1,221	1,221	—	784	784
October - Octobre .....	—	1,434	1,434	—	935	935
November - Novembre .....	—	1,590	1,590	—	850	850
December - Décembre .....	—	1,685	1,685	—	772	772
Annual - Total - Annuel....	—	19,998	19,998	—	9,999	9,999
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January - Janvier .....	—	72	72	x	x	29
February - Février .....	—	59	59	x	x	35
March - Mars .....	—	57	57	x	x	49
April - Avril .....	—	98	98	x	x	58
May - Mai .....	—	93	93	x	x	58
June - Juin .....	—	118	118	x	x	46
July - Juillet .....	—	93	93	x	x	48
August - Août .....	—	107	107	x	x	33
September - Septembre .....	—	76	76	x	x	58
October - Octobre .....	—	87	87	x	x	46
November - Novembre .....	—	134	134	x	x	64
December - Décembre .....	—	215	215	x	x	108
Annual - Total - Annuel....	—	1,209	1,209	x	x	632
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January - Janvier .....	—	35	35	x	x	39
February - Février .....	—	47	47	x	x	33
March - Mars .....	—	51	51	x	x	36
April - Avril .....	—	82	82	x	x	66
May - Mai .....	—	88	88	x	x	77
June - Juin .....	—	80	80	x	x	70
July - Juillet .....	—	75	75	x	x	57
August - Août .....	—	71	71	x	x	51
September - Septembre .....	—	83	83	x	x	63
October - Octobre .....	—	115	115	x	x	48
November - Novembre .....	—	111	111	x	x	77
December - Décembre .....	—	179	179	x	x	135
Annual - Total - Annuel....	—	1,017	1,017	x	x	752

TABLE 3. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 3. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin

PRINCE EDWARD ISLAND - Concluded - ÎLE-DU-PRINCE-ÉDOUARD - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	—	7	7	x	x	133
February - Février .....	—	1	1	x	x	123
March - Mars .....	—	40	40	x	x	109
April - Avril .....	—	19	19	x	x	140
May - Mai .....	—	2	2	x	x	147
June - Juin .....	—	32	32	x	x	299
July - Juillet .....	—	4	4	x	x	260
August - Août .....	—	9	9	x	x	152
September - Septembre .....	—	12	12	x	x	236
October - Octobre .....	—	9	9	x	x	299
November - Novembre .....	—	7	7	x	x	217
December - Décembre .....	—	14	14	x	x	375
Annual - Total - Annuel ....	—	156	156	x	x	2,490
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	x	x	108	—	197	197
February - Février .....	x	x	65	—	199	199
March - Mars .....	x	x	50	—	208	208
April - Avril .....	x	x	22	—	239	239
May - Mai .....	x	x	21	—	219	219
June - Juin .....	x	x	49	—	201	201
July - Juillet .....	x	x	27	—	264	264
August - Août .....	x	x	35	—	268	268
September - Septembre .....	x	x	67	—	214	214
October - Octobre .....	x	x	112	—	206	206
November - Novembre .....	x	x	64	—	220	220
December - Décembre .....	x	x	61	—	285	285
Annual - Total - Annuel ....	x	x	681	—	2,720	2,720
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	—	16	16	x	x	722
February - Février .....	—	26	26	x	x	661
March - Mars .....	—	23	23	x	x	849
April - Avril .....	—	22	22	x	x	1,030
May - Mai .....	—	40	40	x	x	1,017
June - Juin .....	—	43	43	x	x	1,256
July - Juillet .....	—	68	68	x	x	1,516
August - Août .....	—	49	49	x	x	1,307
September - Septembre .....	—	37	37	x	x	1,170
October - Octobre .....	—	36	36	x	x	986
November - Novembre .....	—	34	34	x	x	1,205
December - Décembre .....	—	142	142	x	x	1,630
Annual - Total - Annuel ....	—	536	536	x	x	13,349

TABLE 4. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 4. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966  
NOVA SCOTIA — NOUVELLE-ÉCOSSE

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épicerie et épicerie-boucheries			
January — Janvier .....	13,902	36,251	50,153	4,861	8,242	13,103
February — Février .....	13,788	35,772	49,560	4,794	8,023	12,817
March — Mars .....	16,274	41,048	57,322	5,194	8,600	13,794
April — Avril .....	19,763	44,847	64,610	7,035	8,901	15,936
May — Mai .....	17,296	45,263	62,559	4,819	9,075	13,894
June — Juin .....	19,196	44,895	64,091	5,593	9,170	14,763
July — Juillet .....	18,396	44,863	63,259	5,199	9,564	14,763
August — Août .....	18,269	46,643	64,912	4,907	9,770	14,677
September — Septembre .....	19,180	41,320	60,500	5,502	8,990	14,492
October — Octobre .....	18,509	43,406	61,915	5,126	9,817	14,943
November — Novembre .....	22,438	45,580	68,018	4,885	8,761	13,646
December — Décembre .....	32,213	54,836	87,049	6,891	10,339	17,230
Annual — Total — Annuel ....	229,224	524,724	753,948	64,806	109,252	174,058
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	23	1,519	1,542	2,834	—	2,834
February — Février .....	23	1,298	1,321	3,161	—	3,161
March — Mars .....	28	1,758	1,786	4,206	—	4,206
April — Avril .....	35	1,778	1,813	4,246	—	4,246
May — Mai .....	28	1,651	1,679	4,347	—	4,347
June — Juin .....	20	1,405	1,425	4,190	—	4,190
July — Juillet .....	35	1,846	1,881	3,505	—	3,505
August — Août .....	39	1,747	1,786	4,252	—	4,252
September — Septembre .....	28	1,611	1,639	4,670	—	4,670
October — Octobre .....	20	1,436	1,456	4,510	—	4,510
November — Novembre .....	24	1,428	1,452	7,196	—	7,196
December — Décembre .....	35	1,728	1,763	8,260	—	8,260
Annual — Total — Annuel ....	338	19,205	19,543	55,377	—	55,377
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	2,539	1,702	95	1,797
February — Février .....	x	x	2,372	1,715	86	1,801
March — Mars .....	x	x	2,755	2,312	111	2,423
April — Avril .....	x	x	3,242	3,227	142	3,369
May — Mai .....	x	x	3,338	2,939	125	3,064
June — Juin .....	x	x	3,476	3,558	144	3,702
July — Juillet .....	x	x	3,912	3,417	137	3,554
August — Août .....	x	x	3,561	3,065	172	3,237
September — Septembre .....	x	x	3,487	3,247	151	3,398
October — Octobre .....	x	x	3,382	3,362	153	3,515
November — Novembre .....	x	x	3,201	4,502	188	4,690
December — Décembre .....	x	x	3,868	7,542	367	7,909
Annual — Total — Annuel ....	x	x	39,133	40,588	1,871	42,459

TABLE 4. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

**TABLÉAU 4. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite**

NOVA SCOTIA - Continued - NOUVELLE-ÉCOSSE - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January - Janvier .....	—	7,899	7,899	x	x	5,441
February - Février .....	—	10,417	10,417	x	x	4,745
March - Mars .....	—	12,039	12,039	x	x	5,669
April - Avril .....	—	12,754	12,754	x	x	6,045
May - Mai .....	—	13,179	13,179	x	x	6,537
June - Juin .....	—	12,271	12,271	x	x	6,446
July - Juillet .....	—	9,983	9,983	x	x	7,905
August - Août .....	—	11,827	11,827	x	x	7,696
September - Septembre .....	—	8,262	8,262	x	x	7,557
October - Octobre .....	—	10,079	10,079	x	x	6,805
November - Novembre .....	—	11,100	11,100	x	x	7,968
December - Décembre .....	—	9,492	9,492	x	x	7,151
<b>Annual - Total - Annuel .....</b>	<b>—</b>	<b>129,302</b>	<b>129,302</b>	<b>x</b>	<b>x</b>	<b>79,965</b>
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January - Janvier .....	x	x	536	140	524	664
February - Février .....	x	x	606	133	383	516
March - Mars .....	x	x	570	162	588	750
April - Avril .....	x	x	730	211	732	943
May - Mai .....	x	x	653	236	588	824
June - Juin .....	x	x	709	229	602	831
July - Juillet .....	x	x	687	258	581	839
August - Août .....	x	x	699	211	564	775
September - Septembre .....	x	x	619	249	637	886
October - Octobre .....	x	x	651	250	659	909
November - Novembre .....	x	x	874	269	755	1,024
December - Décembre .....	x	x	1,713	567	1,173	1,740
<b>Annual - Total - Annuel .....</b>	<b>x</b>	<b>x</b>	<b>9,047</b>	<b>2,915</b>	<b>7,786</b>	<b>10,701</b>
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January - Janvier .....	—	780	780	106	343	449
February - Février .....	—	600	600	76	209	285
March - Mars .....	—	774	774	109	329	438
April - Avril .....	—	1,071	1,071	164	384	548
May - Mai .....	—	1,006	1,006	143	367	510
June - Juin .....	—	1,052	1,052	197	427	624
July - Juillet .....	—	935	935	175	376	551
August - Août .....	—	917	917	128	369	497
September - Septembre .....	—	1,022	1,022	188	408	596
October - Octobre .....	—	1,114	1,114	162	409	571
November - Novembre .....	—	1,153	1,153	184	367	551
December - Décembre .....	—	2,356	2,356	488	743	1,231
<b>Annual - Total - Annuel .....</b>	<b>—</b>	<b>12,780</b>	<b>12,780</b>	<b>2,120</b>	<b>4,731</b>	<b>6,851</b>



TABLE 4. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 4. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin

NOVA SCOTIA - Concluded - NOUVELLE-ÉCOSSE - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent Stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
	Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires		
January — Janvier .....	x	x	491	870	1,214	2,084
February — Février .....	x	x	381	406	1,333	1,739
March — Mars .....	x	x	475	414	1,141	1,555
April — Avril .....	x	x	554	545	1,233	1,778
May — Mai .....	x	x	572	715	1,428	2,143
June — Juin .....	x	x	667	839	1,452	2,291
July — Juillet .....	x	x	726	763	1,617	2,380
August — Août .....	x	x	689	648	1,309	1,957
September — Septembre .....	x	x	808	722	1,409	2,131
October — Octobre .....	x	x	783	734	1,429	2,163
November — Novembre .....	x	x	760	857	1,423	2,280
December — Décembre .....	x	x	1,087	791	2,126	2,917
Annual — Total — Annuel ....	x	x	7,993	8,304	17,114	25,418
	Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies		
January — Janvier .....	187	1,593	1,780	x	x	1,878
February — Février .....	169	1,439	1,608	x	x	1,759
March — Mars .....	161	1,368	1,529	x	x	1,895
April — Avril .....	110	935	1,045	x	x	1,971
May — Mai .....	85	718	803	x	x	1,815
June — Juin .....	28	244	272	x	x	2,020
July — Juillet .....	36	302	338	x	x	1,954
August — Août .....	35	294	329	x	x	1,919
September — Septembre .....	61	524	585	x	x	1,924
October — Octobre .....	71	610	681	x	x	2,063
November — Novembre .....	120	1,019	1,139	x	x	1,913
December — Décembre .....	202	1,722	1,924	x	x	2,779
Annual — Total — Annuel ....	1,265	10,768	12,033	x	x	23,890
	Jewellery stores — Bijouteries			All other stores — Tous les autres magasins		
January — Janvier .....	x	x	363	x	x	5,973
February — Février .....	x	x	237	x	x	5,195
March — Mars .....	x	x	261	x	x	6,403
April — Avril .....	x	x	342	x	x	8,223
May — Mai .....	x	x	322	x	x	7,873
June — Juin .....	x	x	458	x	x	8,894
July — Juillet .....	x	x	416	x	x	8,930
August — Août .....	x	x	430	x	x	9,664
September — Septembre .....	x	x	452	x	x	7,972
October — Octobre .....	x	x	396	x	x	7,894
November — Novembre .....	x	x	525	x	x	8,546
December — Décembre .....	x	x	1,484	x	x	14,145
Annual — Total — Annuel ....	x	x	5,686	x	x	99,712

TABLE 5. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 5. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966  
NEW BRUNSWICK - NOUVEAU-BRUNSWICK

Month Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	10,750	29,079	39,829	3,171	7,263	10,434
February — Février .....	11,081	25,852	36,933	3,041	6,768	9,809
March — Mars .....	15,321	31,596	46,917	3,416	7,126	10,542
April — Avril .....	16,283	32,509	48,792	4,209	7,685	11,894
May — Mai .....	14,914	32,715	47,629	3,110	7,884	10,994
June — Juin .....	15,480	33,315	48,795	3,496	7,486	10,982
July — Juillet .....	14,327	35,409	49,736	3,226	8,243	11,469
August — Août .....	15,431	29,424	44,855	3,233	7,519	10,752
September — Septembre .....	15,299	31,335	46,634	3,623	7,636	11,259
October — Octobre .....	15,839	35,025	50,864	3,473	8,054	11,527
November — Novembre .....	17,610	34,989	52,599	3,280	7,566	10,846
December — Décembre .....	25,283	41,324	66,607	4,427	8,842	13,269
Annual — Total — Annuel.....	187,618	392,572	580,190	41,705	92,072	133,777
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	1,003	1,651	—	1,651
February — Février .....	x	x	833	1,907	—	1,907
March — Mars .....	x	x	1,028	2,743	—	2,743
April — Avril .....	x	x	1,057	2,906	—	2,906
May — Mai .....	x	x	1,044	2,693	—	2,693
June — Juin .....	x	x	1,026	2,653	—	2,653
July — Juillet .....	x	x	1,130	2,169	—	2,169
August — Août .....	x	x	875	2,752	—	2,752
September — Septembre .....	x	x	1,029	2,747	—	2,747
October — Octobre .....	x	x	1,024	2,890	—	2,890
November — Novembre .....	x	x	1,024	4,279	—	4,279
December — Décembre .....	x	x	1,192	4,638	—	4,638
Annual — Total — Annuel.....	x	x	12,265	34,028	—	34,028
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	2,573	1,041	181	1,222
February — Février .....	x	x	2,503	1,060	178	1,238
March — Mars .....	x	x	2,750	1,549	226	1,775
April — Avril .....	x	x	3,188	2,002	310	2,312
May — Mai .....	x	x	3,289	1,816	303	2,119
June — Juin .....	x	x	3,393	1,992	381	2,873
July — Juillet .....	x	x	3,591	2,027	458	2,485
August — Août .....	x	x	3,261	2,111	394	2,505
September — Septembre .....	x	x	3,420	2,333	410	2,743
October — Octobre .....	x	x	3,396	2,210	343	2,553
November — Novembre .....	x	x	3,088	2,987	342	3,329
December — Décembre .....	x	x	3,750	5,179	656	5,835
Annual — Total — Annuel.....	x	x	38,202	26,307	4,182	30,489

TABLE 5. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 5. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

NEW BRUNSWICK - Continued - NOUVEAU-BRUNSWICK - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	1,787	5,652	7,439	x	x	4,788
February — Février .....	1,934	5,289	7,223	x	x	3,797
March — Mars .....	3,748	7,412	11,160	x	x	4,864
April — Avril .....	3,164	7,418	10,582	x	x	4,338
May — Mai .....	3,203	7,558	10,761	x	x	4,357
June — Juin .....	2,580	7,768	10,348	x	x	4,497
July — Juillet .....	1,970	7,557	9,527	x	x	6,458
August — Août .....	2,611	3,911	6,522	x	x	4,924
September — Septembre .....	1,810	5,741	7,551	x	x	4,042
October — Octobre .....	2,557	8,403	10,960	—	x	4,762
November — Novembre .....	2,458	8,751	11,209	—	x	4,489
December — Décembre .....	3,229	7,392	10,621	x	x	3,911
Annual — Total — Annuel ...	31,051	82,852	113,903	x	x	55,227
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	355	84	247	331
February — Février .....	x	x	413	76	269	345
March — Mars .....	x	x	341	103	327	430
April — Avril .....	x	x	457	126	363	489
May — Mai .....	x	x	498	146	268	414
June — Juin .....	x	x	413	163	347	510
July — Juillet .....	x	x	456	127	238	365
August — Août .....	x	x	477	121	337	458
September — Septembre .....	x	x	347	121	501	622
October — Octobre .....	x	x	360	128	476	604
November — Novembre .....	x	x	667	137	400	537
December — Décembre .....	x	x	934	266	686	952
Annual — Total — Annuel ...	x	x	5,718	1,598	4,459	6,057
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	x	x	799	46	251	297
February — Février .....	x	x	620	34	205	239
March — Mars .....	x	x	1,013	66	248	314
April — Avril .....	x	x	1,063	98	343	441
May — Mai .....	x	x	900	83	286	369
June — Juin .....	x	x	1,067	103	338	441
July — Juillet .....	x	x	878	96	242	338
August — Août .....	x	x	798	72	239	311
September — Septembre .....	x	x	1,063	90	290	380
October — Octobre .....	x	x	1,285	77	270	347
November — Novembre .....	x	x	1,361	104	277	381
December — Décembre .....	x	x	2,685	221	491	712
Annual — Total — Annuel ...	x	x	13,532	1,090	3,480	4,570

TABLE 5. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 5. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin

NEW BRUNSWICK - Concluded - NOUVEAU-BRUNSWICK - fin

Month - Mois	Chain stores - Magasins à succursales	Independent stores - Magasins indépendants	All stores - Tous les magasins	Chain stores - Magasins à succursales	Independent stores - Magasins indépendants	All stores - Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores - Quincailleries			Furniture, television, radio and appliance stores - Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	x	x	461	544	1,000	1,544
February - Février .....	x	x	348	434	825	1,259
March - Mars .....	x	x	486	812	977	1,789
April - Avril .....	x	x	530	638	1,287	1,925
May - Mai .....	x	x	549	708	963	1,671
June - Juin .....	x	x	809	756	1,271	2,027
July - Juillet .....	x	x	767	702	1,022	1,724
August - Août .....	x	x	726	647	1,235	1,882
September - Septembre .....	x	x	918	934	1,328	2,262
October - Octobre .....	x	x	673	854	1,225	2,079
November - Novembre .....	x	x	760	938	1,156	2,094
December - Décembre .....	x	x	1,238	1,295	2,322	3,617
Annual - Total - Annuel ....	x	x	8,265	9,262	14,611	23,873
Fuel dealers - Marchands de combustibles			Drug stores - Pharmacies			
January - Janvier .....	x	x	818	x	x	1,007
February - Février .....	x	x	886	x	x	977
March - Mars .....	x	x	586	x	x	1,087
April - Avril .....	x	x	394	x	x	1,077
May - Mai .....	x	x	390	x	x	1,026
June - Juin .....	x	x	154	x	x	1,097
July - Juillet .....	x	x	169	x	x	1,042
August - Août .....	x	x	139	x	x	1,085
September - Septembre .....	x	x	372	x	x	1,097
October - Octobre .....	x	x	476	x	x	1,158
November - Novembre .....	x	x	513	x	x	1,051
December - Décembre .....	x	x	1,116	x	x	1,622
Annual - Total - Annuel ....	x	x	6,013	x	x	13,326
Jewellery stores - Bijouteries			All other stores - Tous les autres magasins			
January - Janvier .....	x	x	207	x	x	4,900
February - Février .....	x	x	181	x	x	4,355
March - Mars .....	x	x	252	x	x	5,757
April - Avril .....	x	x	208	x	x	5,931
May - Mai .....	x	x	230	x	x	6,325
June - Juin .....	x	x	344	x	x	6,661
July - Juillet .....	x	x	297	x	x	6,871
August - Août .....	x	x	357	x	x	7,031
September - Septembre .....	x	x	307	x	x	6,475
October - Octobre .....	x	x	428	x	x	6,342
November - Novembre .....	x	x	469	x	x	6,502
December - Décembre .....	x	x	1,188	x	x	9,327
Annual - Total - Annuel ....	x	x	4,468	x	x	76,477



TABLE 6. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 6. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966

ATLANTIC PROVINCES - PROVINCES ATLANTIQUES

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	31,801	89,815	121,616	9,278	21,760	31,038
February — Février .....	32,908	85,626	118,534	9,126	21,117	30,243
March — Mars .....	41,326	101,143	142,469	10,108	22,722	32,830
April — Avril .....	46,771	108,370	155,141	12,882	24,178	37,060
May — Mai .....	43,633	109,062	152,695	9,294	23,910	33,204
June — Juin .....	46,268	110,719	156,987	10,660	23,682	34,342
July — Juillet .....	44,600	116,411	161,011	10,108	25,317	35,425
August — Août .....	45,322	107,823	153,145	9,853	24,235	34,088
September — Septembre .....	45,847	103,148	148,995	11,253	24,254	35,507
October — Octobre .....	46,336	109,611	155,947	10,284	24,790	35,074
November — Novembre .....	52,667	113,312	165,979	9,864	23,655	33,519
December — Décembre .....	73,342	134,338	207,680	13,207	26,961	40,168
<b>Annual — Total — Annuel ....</b>	<b>550,821</b>	<b>1,289,378</b>	<b>1,840,199</b>	<b>125,917</b>	<b>286,581</b>	<b>412,498</b>
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	39	3,485	3,524	7,179	—	7,179
February — Février .....	36	3,247	3,283	8,123	—	8,123
March — Mars .....	46	4,118	4,164	10,755	—	10,755
April — Avril .....	51	4,311	4,362	10,991	—	10,991
May — Mai .....	44	3,967	4,011	11,125	—	11,125
June — Juin .....	36	3,903	3,939	10,660	—	10,660
July — Juillet .....	52	5,102	5,154	8,597	—	8,597
August — Août .....	52	4,476	4,528	10,481	—	10,481
September — Septembre .....	44	3,851	3,895	10,859	—	10,859
October — Octobre .....	35	3,707	3,742	11,707	—	11,707
November — Novembre .....	39	3,682	3,721	16,707	—	16,707
December — Décembre .....	51	4,273	4,324	17,956	—	17,956
<b>Annual — Total — Annuel ....</b>	<b>525</b>	<b>48,122</b>	<b>48,647</b>	<b>135,140</b>	<b>—</b>	<b>135,140</b>
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	533	10,398	10,931	3,040	305	3,345
February — Février .....	533	9,786	10,319	3,082	337	3,419
March — Mars .....	638	12,032	12,670	4,236	377	4,613
April — Avril .....	572	13,286	13,858	6,165	588	6,753
May — Mai .....	718	12,881	13,599	5,517	569	6,086
June — Juin .....	655	14,131	14,786	6,512	683	7,195
July — Juillet .....	847	14,897	15,744	6,485	717	7,202
August — Août .....	665	13,898	14,563	6,090	702	6,792
September — Septembre .....	1,029	13,690	14,719	6,429	673	7,102
October — Octobre .....	804	13,546	14,350	6,326	597	6,923
November — Novembre .....	776	13,850	14,626	8,460	677	9,137
December — Décembre .....	964	17,427	18,391	14,594	1,362	15,956
<b>Annual — Total — Annuel ....</b>	<b>8,734</b>	<b>159,822</b>	<b>168,556</b>	<b>76,936</b>	<b>7,587</b>	<b>84,523</b>

TABLE 6. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLÉAU 6. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

ATLANTIC PROVINCES - Continued - PROVINCES ATLANTIQUES - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January - Janvier .....	2,798	16,736	19,534	x	x	13,679
February - Février .....	3,693	20,011	23,704	x	x	11,871
March - Mars .....	5,850	25,208	31,058	x	x	13,753
April - Avril .....	5,354	26,280	31,634	x	x	13,236
May - Mai .....	6,184	27,844	34,028	x	x	14,428
June - Juin .....	5,459	26,787	32,246	x	x	14,921
July - Juillet .....	5,267	25,139	30,406	x	x	19,006
August - Août .....	5,409	21,259	26,668	x	x	17,109
September - Septembre .....	3,934	18,826	22,760	x	x	15,181
October - Octobre .....	5,250	24,484	29,734	x	x	15,689
November - Novembre .....	4,474	24,861	29,335	x	x	16,564
December - Décembre .....	5,258	22,012	27,270	x	x	13,936
Annual - Total - Annuel ....	58,930	279,447	338,377	x	x	179,373
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January - Janvier .....	x	x	990	x	x	1,078
February - Février .....	x	x	1,123	x	x	968
March - Mars .....	x	x	1,002	x	x	1,286
April - Avril .....	x	x	1,335	x	x	1,572
May - Mai .....	x	x	1,276	x	x	1,389
June - Juin .....	x	x	1,285	x	x	1,485
July - Juillet .....	x	x	1,284	x	x	1,324
August - Août .....	x	x	1,354	x	x	1,345
September - Septembre .....	x	x	1,130	x	x	1,624
October - Octobre .....	x	x	1,146	x	x	1,660
November - Novembre .....	x	x	1,763	x	x	1,705
December - Décembre .....	x	x	3,033	x	x	2,966
Annual - Total - Annuel ....	x	x	16,721	x	x	18,402
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January - Janvier .....	390	2,081	2,471	x	x	948
February - Février .....	296	1,680	1,976	x	x	663
March - Mars .....	434	2,264	2,698	x	x	997
April - Avril .....	582	2,958	3,540	x	x	1,397
May - Mai .....	537	2,665	3,202	x	x	1,309
June - Juin .....	509	2,830	3,339	x	x	1,494
July - Juillet .....	505	2,461	2,966	x	x	1,434
August - Août .....	549	2,466	3,015	x	x	1,215
September - Septembre .....	560	2,640	3,200	x	x	1,396
October - Octobre .....	798	3,052	3,850	x	x	1,371
November - Novembre .....	706	3,582	4,288	x	x	1,406
December - Décembre .....	1,633	5,802	7,435	x	x	2,777
Annual - Total - Annuel ....	7,499	34,481	41,980	x	x	16,407

TABLE 6. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 6. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin

ATLANTIC PROVINCES - Concluded - PROVINCES ATLANTIQUES - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent Stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
	Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires		
January — Janvier .....	x	x	1, 116	x	x	4, 503
February — Février .....	x	x	885	x	x	3, 438
March — Mars .....	x	x	1, 273	x	x	3, 851
April — Avril .....	x	x	1, 277	x	x	4, 176
May — Mai .....	x	x	1, 262	x	x	4, 363
June — Juin .....	x	x	1, 723	x	x	5, 097
July — Juillet .....	x	x	1, 721	x	x	4, 680
August — Août .....	x	x	1, 563	x	x	4, 408
September — Septembre .....	x	x	1, 934	x	x	5, 412
October — Octobre .....	x	x	1, 664	x	x	5, 006
November — Novembre .....	x	x	1, 649	x	x	5, 323
December — Décembre .....	x	x	2, 794	x	x	8, 294
Annual — Total — Annuel ....	x	x	18, 861	x	x	58, 551
	Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies		
January — Janvier .....	321	2, 795	3, 116	389	3, 400	3, 789
February — Février .....	306	2, 643	2, 949	444	3, 181	3, 625
March — Mars .....	252	2, 167	2, 419	430	3, 493	3, 923
April — Avril .....	176	1, 542	1, 718	442	3, 662	4, 104
May — Mai .....	155	1, 400	1, 555	379	3, 438	3, 817
June — Juin .....	62	603	665	442	3, 713	4, 155
July — Juillet .....	76	754	830	457	3, 618	4, 075
August — Août .....	62	556	618	409	3, 583	3, 992
September — Septembre .....	140	1, 343	1, 483	423	3, 570	3, 993
October — Octobre .....	163	1, 508	1, 671	455	3, 733	4, 188
November — Novembre .....	214	1, 944	2, 158	507	3, 343	3, 850
December — Décembre .....	367	3, 109	3, 476	770	4, 999	5, 769
Annual — Total — Annuel ....	2, 294	20, 364	22, 658	5, 547	43, 733	49, 280
	Jewellery stores — Bijouteries			All other stores — Tous les autres magasins		
January — Janvier .....	225	420	645	x	x	13, 730
February — Février .....	115	382	497	x	x	11, 448
March — Mars .....	146	444	590	x	x	14, 587
April — Avril .....	186	415	601	x	x	17, 527
May — Mai .....	189	464	653	x	x	17, 388
June — Juin .....	235	683	918	x	x	18, 737
July — Juillet .....	163	677	840	x	x	20, 323
August — Août .....	165	785	950	x	x	20, 456
September — Septembre .....	210	657	867	x	x	17, 933
October — Octobre .....	246	723	969	x	x	17, 203
November — Novembre .....	342	873	1, 215	x	x	19, 013
December — Décembre .....	883	2, 207	3, 090	x	x	30, 045
Annual — Total — Annuel ....	3, 105	8, 730	11, 835	x	x	218, 390

TABLE 7. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 7. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966

QUÉBEC

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	98,269	309,837	408,106	40,841	71,648	112,489
February — Février .....	96,599	306,610	403,209	39,265	72,833	112,098
March — Mars .....	120,881	351,943	472,824	43,951	78,009	121,960
April — Avril .....	125,948	368,663	494,611	42,185	81,184	123,369
May — Mai .....	124,195	369,614	493,809	43,019	82,039	125,058
June — Juin .....	133,646	362,618	496,264	45,482	82,094	127,576
July — Juillet .....	120,265	347,482	467,747	42,788	84,874	127,662
August — Août .....	118,394	350,482	468,876	38,975	79,998	118,973
September — Septembre .....	138,480	345,564	484,044	46,262	83,848	130,110
October — Octobre .....	135,556	377,701	513,257	45,411	82,100	127,511
November — Novembre .....	146,227	382,790	529,017	41,422	81,598	123,020
December — Décembre .....	214,761	410,543	625,304	48,325	99,189	147,514
Annual — Total — Annuel ....	1,573,221	4,283,847	5,857,068	517,926	979,414	1,497,340
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	608	17,172	17,780	24,651	—	24,651
February — Février .....	981	20,776	21,757	24,461	—	24,461
March — Mars .....	971	21,519	22,490	30,854	—	30,854
April — Avril .....	1,996	21,034	23,030	34,566	—	34,566
May — Mai .....	964	19,082	20,046	33,354	—	33,354
June — Juin .....	1,229	21,547	22,776	34,157	—	34,157
July — Juillet .....	1,172	20,633	21,805	28,149	—	28,149
August — Août .....	1,140	22,675	23,815	32,154	—	32,154
September — Septembre .....	1,071	22,583	23,654	40,873	—	40,873
October — Octobre .....	888	24,171	25,059	38,233	—	38,233
November — Novembre .....	645	21,650	22,295	48,214	—	48,214
December — Décembre .....	1,721	20,677	22,398	64,762	—	64,762
Annual — Total — Annuel ....	13,386	253,519	266,905	434,428	—	434,428
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	10,898	5,533	1,065	6,598
February — Février .....	x	x	9,251	5,436	1,068	6,504
March — Mars .....	x	x	9,492	6,601	1,263	7,864
April — Avril .....	x	x	12,837	8,891	1,553	10,444
May — Mai .....	x	x	14,145	8,906	1,518	10,424
June — Juin .....	x	x	13,563	9,787	1,923	11,710
July — Juillet .....	x	x	14,010	8,955	1,821	10,776
August — Août .....	x	x	13,500	8,594	1,680	10,274
September — Septembre .....	x	x	14,987	9,366	1,878	11,244
October — Octobre .....	x	x	18,024	9,097	1,827	10,924
November — Novembre .....	x	x	15,928	9,224	1,857	11,081
December — Décembre .....	x	x	18,592	18,429	3,262	21,691
Annual — Total — Annuel ....	x	x	165,227	108,819	20,715	129,534



TABLE 7. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 7. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite  
QUÉBEC - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	60,527	60,527	699	37,333	38,032
February — Février .....	—	70,748	70,748	609	32,304	32,913
March — Mars .....	—	85,173	85,173	620	35,631	36,251
April — Avril .....	—	93,617	93,617	585	39,910	40,495
May — Mai .....	—	89,181	89,181	1,360	41,703	43,063
June — Juin .....	—	88,445	88,445	884	40,783	41,667
July — Juillet .....	—	73,611	73,611	1,234	42,247	43,481
August — Août .....	—	68,771	68,771	672	43,250	43,922
September — Septembre .....	—	57,047	57,047	613	39,731	40,344
October — Octobre .....	—	76,045	76,045	973	38,812	39,785
November — Novembre .....	—	76,761	76,761	1,161	42,366	43,527
December — Décembre .....	—	66,236	66,236	565	41,381	41,946
Annual — Total — Annuel ....	—	906,162	906,162	9,975	475,451	485,426
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	580	6,169	6,749	2,184	7,038	9,222
February — Février .....	465	4,747	5,212	2,078	5,715	7,793
March — Mars .....	483	6,907	7,390	2,461	7,134	9,595
April — Avril .....	635	6,929	7,564	3,036	5,542	8,578
May — Mai .....	567	6,576	7,143	3,490	6,996	10,486
June — Juin .....	845	8,184	9,029	3,934	7,705	11,639
July — Juillet .....	843	6,740	7,583	3,135	6,482	9,617
August — Août .....	468	6,728	7,196	3,054	6,539	9,593
September — Septembre .....	568	5,846	6,414	3,188	6,491	9,679
October — Octobre .....	586	6,339	6,985	3,068	7,225	10,293
November — Novembre .....	811	7,495	8,306	2,913	7,329	10,242
December — Décembre .....	1,158	10,643	11,801	4,065	8,782	13,747
Annual — Total — Annuel ....	8,009	83,363	91,372	37,506	82,978	120,484
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	2,069	4,537	6,606	1,765	4,322	6,087
February — Février .....	1,483	3,628	5,111	1,425	2,701	4,126
March — Mars .....	2,097	5,501	7,598	2,380	3,661	6,041
April — Avril .....	2,900	7,137	10,037	3,516	5,244	8,760
May — Mai .....	2,921	5,806	8,727	3,169	4,205	7,374
June — Juin .....	3,248	6,297	9,545	3,642	4,612	8,254
July — Juillet .....	2,639	4,949	7,588	2,671	4,398	7,069
August — Août .....	2,710	5,587	8,297	2,663	4,149	6,812
September — Septembre .....	3,596	6,635	10,231	3,320	5,865	9,185
October — Octobre .....	3,442	8,025	11,467	2,920	4,899	7,819
November — Novembre .....	3,692	8,687	12,379	4,040	6,243	10,283
December — Décembre .....	5,370	10,226	15,596	5,893	6,945	12,838
Annual — Total — Annuel ....	36,167	77,015	113,182	37,404	57,244	94,648

TABLE 7. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 7. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin  
QUÉBEC - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	1,492	4,615	6,107	1,871	18,479	20,350
February - Février .....	1,569	5,780	7,349	1,362	11,449	12,811
March - Mars .....	1,992	6,140	8,132	1,766	15,164	16,930
April - Avril .....	2,520	6,787	9,307	1,861	20,307	22,168
May - Mai .....	2,686	8,743	11,429	3,098	16,320	19,418
June - Juin .....	3,106	8,331	11,437	2,486	15,951	18,437
July - Juillet .....	2,401	8,431	10,832	2,159	14,919	17,078
August - Août .....	2,455	7,435	9,890	2,084	21,190	23,274
September - Septembre .....	2,506	9,920	12,426	2,160	16,618	18,778
October - Octobre .....	2,450	10,130	12,580	2,616	24,420	27,036
November - Novembre .....	2,622	7,478	10,100	2,979	19,166	22,145
December - Décembre .....	3,634	8,384	12,018	3,464	21,608	25,072
Annual - Total - Annuel ....	29,433	92,174	121,607	27,906	215,591	243,497
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	x	x	16,878	506	13,453	13,959
February - Février .....	x	x	15,390	409	12,745	13,154
March - Mars .....	x	x	13,702	607	14,116	14,723
April - Avril .....	x	x	8,430	422	14,212	14,634
May - Mai .....	x	x	6,868	426	13,517	13,943
June - Juin .....	x	x	3,724	563	13,560	14,123
July - Juillet .....	x	x	2,404	584	13,828	14,412
August - Août .....	x	x	2,786	628	13,386	14,014
September - Septembre .....	x	x	5,735	911	13,950	14,861
October - Octobre .....	x	x	7,714	650	13,740	14,390
November - Novembre .....	x	x	11,882	564	13,574	14,138
December - Décembre .....	x	x	15,363	866	17,730	18,596
Annual - Total - Annuel ....	x	x	110,876	7,136	167,811	174,947
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	623	1,576	2,199	13,910	35,064	48,974
February - Février .....	537	2,897	3,434	15,646	35,451	51,097
March - Mars .....	708	2,628	3,336	24,621	46,672	71,293
April - Avril .....	764	3,415	4,179	21,324	41,272	62,596
May - Mai .....	857	3,006	3,863	18,690	50,597	69,287
June - Juin .....	936	2,647	3,583	22,786	43,813	66,599
July - Juillet .....	717	2,540	3,257	22,151	46,262	68,413
August - Août .....	824	3,062	3,886	21,390	50,329	71,719
September - Septembre .....	846	3,341	4,187	22,541	51,748	74,289
October - Octobre .....	830	2,429	3,259	23,700	52,433	76,133
November - Novembre .....	1,257	3,391	4,648	25,798	58,270	84,068
December - Décembre .....	3,069	7,914	10,983	51,338	54,813	106,151
Annual - Total - Annuel ....	11,968	38,846	50,814	283,895	566,724	850,619

TABLE 8. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 8. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966

ONTARIO

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épicerie et épicerie-boucheries			
January — Janvier .....	199,035	425,335	624,370	83,287	61,968	145,255
February — Février .....	196,629	384,857	581,486	83,642	51,758	135,400
March — Mars .....	235,895	516,003	751,898	90,945	57,834	148,779
April — Avril .....	241,156	420,277	661,433	99,030	61,589	160,619
May — Mai .....	234,263	441,695	675,958	87,881	57,212	145,093
June — Juin .....	256,474	466,868	723,342	94,252	59,679	153,931
July — Juillet .....	248,486	445,583	694,069	95,752	61,809	157,561
August — Août .....	237,243	412,602	649,845	85,143	58,913	144,056
September — Septembre .....	267,938	418,788	686,726	97,226	61,644	158,870
October — Octobre .....	260,095	461,588	721,683	93,633	66,756	160,389
November — Novembre .....	280,798	482,522	763,320	87,711	59,128	146,839
December — Décembre .....	411,117	551,702	962,819	112,976	70,211	183,187
<b>Annual — Total — Annuel...</b>	<b>3,069,129</b>	<b>5,427,820</b>	<b>8,496,949</b>	<b>1,111,478</b>	<b>728,501</b>	<b>1,839,979</b>
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	2,443	22,107	24,550	47,907	—	47,907
February — Février .....	2,290	21,761	24,051	45,749	—	45,749
March — Mars .....	2,723	23,745	26,468	58,984	—	58,984
April — Avril .....	2,043	24,201	26,244	55,569	—	55,569
May — Mai .....	3,116	25,821	28,937	55,180	—	55,180
June — Juin .....	2,999	25,881	28,880	57,404	—	57,404
July — Juillet .....	2,772	24,775	27,547	51,463	—	51,463
August — Août .....	3,140	25,971	29,111	55,460	—	55,460
September — Septembre .....	3,413	24,247	27,660	67,471	—	67,471
October — Octobre .....	2,881	25,854	28,735	65,072	—	65,072
November — Novembre .....	2,971	23,721	26,692	86,513	—	86,513
December — Décembre .....	4,301	25,963	30,264	110,842	—	110,842
<b>Annual — Total — Annuel ...</b>	<b>35,092</b>	<b>294,047</b>	<b>329,139</b>	<b>757,614</b>	<b>—</b>	<b>757,614</b>
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	7,943	12,107	2,151	14,258
February — Février .....	x	x	7,217	11,579	2,214	13,793
March — Mars .....	x	x	8,064	14,622	2,386	17,008
April — Avril .....	x	x	9,587	18,286	2,760	21,046
May — Mai .....	x	x	10,558	18,194	2,942	21,136
June — Juin .....	x	x	10,652	20,520	3,107	23,627
July — Juillet .....	x	x	12,254	20,313	3,798	24,111
August — Août .....	x	x	11,254	18,582	3,342	21,924
September — Septembre .....	x	x	10,460	20,049	3,380	23,429
October — Octobre .....	x	x	10,386	20,930	3,293	24,223
November — Novembre .....	x	x	10,707	24,535	3,518	28,053
December — Décembre .....	x	x	11,197	46,254	6,933	58,187
<b>Annual — Total — Annuel...</b>	<b>x</b>	<b>x</b>	<b>120,279</b>	<b>245,971</b>	<b>39,824</b>	<b>285,795</b>

TABLE 8. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 8. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

ONTARIO - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	107,978	107,978	1,064	59,198	60,262
February — Février .....	—	118,055	118,055	1,336	52,928	54,264
March — Mars .....	—	208,874	208,874	1,653	52,346	53,999
April — Avril .....	—	109,487	109,487	2,750	64,952	67,702
May — Mai .....	—	120,322	120,322	4,362	63,868	68,230
June — Juin .....	—	131,839	131,839	1,879	64,073	65,952
July — Juillet .....	—	108,977	108,977	2,486	71,369	73,855
August — Août .....	—	100,098	100,098	2,785	64,177	66,962
September — Septembre .....	—	94,377	94,377	1,194	63,090	64,284
October — Octobre .....	—	120,063	120,063	843	65,931	66,774
November — Novembre .....	—	132,894	132,894	712	62,495	63,207
December — Décembre .....	—	121,140	121,140	850	69,010	69,860
Annual — Total — Annuel ....	—	1,474,104	1,474,104	21,914	753,437	775,351
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	1,944	11,453	13,397	4,078	9,381	13,459
February — Février .....	2,393	8,016	10,409	2,914	7,690	10,604
March — Mars .....	2,549	9,297	11,846	3,649	9,924	13,573
April — Avril .....	1,976	8,626	10,602	4,082	9,829	13,911
May — Mai .....	3,489	8,352	11,841	4,720	10,303	15,023
June — Juin .....	3,856	10,521	14,377	5,650	10,329	15,979
July — Juillet .....	3,473	8,923	12,396	4,944	9,131	14,075
August — Août .....	2,579	7,549	10,128	4,419	8,698	13,117
September — Septembre .....	2,882	9,600	12,482	5,268	10,675	15,943
October — Octobre .....	3,867	9,461	13,328	5,312	11,147	16,459
November — Novembre .....	3,530	10,915	14,445	5,394	10,496	15,890
December — Décembre .....	6,411	19,027	25,438	11,521	15,631	27,152
Annual — Total — Annuel ....	38,949	121,740	160,689	61,951	123,234	185,185
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	603	4,691	5,294	3,602	5,239	8,841
February — Février .....	460	3,733	4,193	2,490	2,473	4,963
March — Mars .....	715	5,075	5,790	3,579	3,553	7,132
April — Avril .....	643	5,414	6,057	4,627	4,139	8,766
May — Mai .....	637	5,247	5,884	4,122	4,174	8,296
June — Juin .....	684	5,322	6,006	5,188	4,463	9,651
July — Juillet .....	701	4,368	5,069	4,229	4,421	8,650
August — Août .....	723	4,793	5,516	3,674	3,816	7,490
September — Septembre .....	937	5,933	6,870	5,144	4,715	9,859
October — Octobre .....	918	6,777	7,695	4,559	4,242	8,801
November — Novembre .....	951	7,640	8,591	5,325	4,051	9,376
December — Décembre .....	1,563	11,887	13,450	8,630	6,038	14,668
Annual — Total — Annuel ....	9,535	70,880	80,415	55,169	51,324	106,493



TABLE 8. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 — Concluded

TABLEAU 8. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 — fin  
ONTARIO — Concluded — fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
	Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires		
January — Janvier .....	1,276	6,020	7,296	4,319	23,341	27,660
February — Février .....	1,239	6,613	7,852	3,197	14,674	17,871
March — Mars .....	1,056	7,752	8,808	5,230	24,409	29,639
April — Avril .....	924	7,129	8,053	3,335	16,492	19,827
May — Mai .....	1,418	9,333	10,751	3,916	19,384	23,300
June — Juin .....	1,636	10,411	12,047	4,181	18,691	22,872
July — Juillet .....	1,377	10,123	11,500	3,888	22,321	26,209
August — Août .....	1,324	9,130	10,454	3,631	20,298	23,929
September — Septembre .....	1,436	9,529	10,965	6,217	20,186	26,403
October — Octobre .....	1,331	9,048	10,379	6,045	19,457	25,502
November — Novembre .....	1,021	8,901	9,922	6,622	35,318	41,940
December — Décembre .....	2,449	13,618	16,067	6,217	25,161	31,378
Annual — Total — Annuel ....	16,487	107,607	124,094	56,798	259,732	316,530
	Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies		
January — Janvier .....	x	x	23,241	2,808	15,904	18,712
February — Février .....	x	x	22,283	3,054	14,668	17,722
March — Mars .....	x	x	15,204	3,492	15,932	19,424
April — Avril .....	x	x	16,365	3,308	16,398	19,706
May — Mai .....	x	x	14,572	3,183	15,344	18,527
June — Juin .....	x	x	8,265	3,181	16,112	19,293
July — Juillet .....	x	x	6,360	3,130	15,860	18,990
August — Août .....	x	x	7,171	3,083	15,566	18,649
September — Septembre .....	x	x	9,349	3,348	16,510	19,858
October — Octobre .....	x	x	16,275	3,351	16,553	19,904
November — Novembre .....	x	x	18,681	3,391	15,912	19,303
December — Décembre .....	x	x	23,559	5,255	22,374	27,629
Annual — Total — Annuel ....	x	x	181,325	40,584	197,133	237,717
	Jewellery stores — Bijouteries			All other stores — Tous les autres magasins		
January — Janvier .....	1,382	2,841	4,223	31,222	62,872	94,094
February — Février .....	1,392	3,193	4,585	33,946	48,529	82,475
March — Mars .....	1,936	3,755	5,691	43,836	68,779	112,615
April — Avril .....	1,491	3,418	4,909	42,100	60,883	102,983
May — Mai .....	1,785	4,355	6,140	40,976	71,192	112,168
June — Juin .....	1,935	4,211	6,146	51,907	84,514	136,421
July — Juillet .....	1,600	3,821	5,421	51,241	78,390	129,631
August — Août .....	1,669	3,868	5,537	49,773	69,216	118,989
September — Septembre .....	2,003	4,060	6,063	50,032	72,351	122,383
October — Octobre .....	2,129	3,919	6,048	47,885	73,765	121,650
November — Novembre .....	3,029	3,860	6,889	47,951	75,427	123,378
December — Décembre .....	7,941	12,364	20,305	84,688	98,808	183,496
Annual — Total — Annuel ....	28,292	53,665	81,957	575,557	864,726	1,440,283

TABLE 9. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 9. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966  
MANITOBA

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	24,029	52,005	76,034	7,535	9,353	16,888
February — Février .....	21,846	47,100	68,946	6,673	9,206	15,879
March — Mars .....	25,345	54,550	79,895	7,308	10,313	17,621
April — Avril .....	29,326	58,716	88,042	8,347	9,105	17,452
May — Mai .....	27,501	59,151	86,652	7,297	9,238	16,535
June — Juin .....	27,426	61,116	88,542	7,790	10,346	18,136
July — Juillet .....	27,850	52,348	80,198	8,458	9,844	18,302
August — Août .....	27,090	54,884	81,974	7,319	10,102	17,421
September — Septembre .....	31,559	52,817	84,376	8,839	12,758	21,597
October — Octobre .....	31,492	58,573	90,065	7,682	13,698	21,380
November — Novembre .....	35,012	58,327	93,339	7,380	13,609	20,989
December — Décembre .....	47,191	63,589	110,780	10,116	13,287	23,403
Annual — Total — Annuel ....	355,667	673,176	1,028,843	94,804	130,859	225,663
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	35	1,594	1,629	11,848	—	11,848
February — Février .....	55	1,614	1,669	10,659	—	10,659
March — Mars .....	69	2,137	2,206	12,520	—	12,520
April — Avril .....	77	2,251	2,328	14,111	—	14,111
May — Mai .....	51	2,165	2,216	14,170	—	14,170
June — Juin .....	58	1,917	1,975	13,654	—	13,654
July — Juillet .....	43	2,390	2,433	13,497	—	13,497
August — Août .....	44	2,039	2,083	13,704	—	13,704
September — Septembre .....	60	2,275	2,335	15,999	—	15,999
October — Octobre .....	47	2,286	2,333	16,312	—	16,312
November — Novembre .....	40	2,339	2,379	20,112	—	20,112
December — Décembre .....	213	2,396	2,609	23,446	—	23,346
Annual — Total — Annuel ....	792	25,403	26,195	180,032	—	180,032
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	—	3,526	3,526	596	59	655
February — Février .....	—	3,482	3,482	633	60	693
March — Mars .....	—	4,237	4,237	884	77	961
April — Avril .....	—	4,158	4,158	1,193	94	1,287
May — Mai .....	—	3,645	3,645	1,204	99	1,303
June — Juin .....	—	5,105	5,105	1,268	91	1,359
July — Juillet .....	—	4,372	4,312	1,284	73	1,357
August — Août .....	—	4,001	4,001	1,163	72	1,235
September — Septembre .....	—	3,998	3,998	1,774	68	1,842
October — Octobre .....	—	4,370	4,370	1,717	105	1,822
November — Novembre .....	—	4,756	4,756	2,122	109	2,231
December — Décembre .....	—	6,392	6,392	3,911	157	4,068
Annual — Total — Annuel ....	—	52,042	52,042	17,749	1,064	18,813

TABLE 9. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 9. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

MANITOBA - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	12,648	12,648	x	x	6,602
February — Février .....	—	12,022	12,002	x	x	6,964
March — Mars .....	—	14,668	14,668	x	x	6,135
April — Avril .....	—	17,115	17,115	x	x	7,877
May — Mai .....	—	19,864	19,864	x	x	7,667
June — Juin .....	—	18,714	18,714	x	x	7,321
July — Juillet .....	—	13,760	13,760	x	x	8,588
August — Août .....	—	15,158	15,158	x	x	8,121
September — Septembre .....	—	11,434	11,434	x	x	6,673
October — Octobre .....	—	14,582	14,582	x	x	9,091
November — Novembre .....	—	15,477	15,477	x	x	6,847
December — Décembre .....	—	12,202	12,202	x	x	8,217
Annual — Total — Annuel ....	—	177,644	177,644	x	x	90,103
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	785	107	899	1,006
February — Février .....	x	x	623	86	843	929
March — Mars .....	x	x	626	114	981	1,095
April — Avril .....	x	x	755	185	1,593	1,778
May — Mai .....	x	x	812	175	1,220	1,395
June — Juin .....	x	x	829	200	904	1,104
July — Juillet .....	x	x	689	192	865	1,057
August — Août .....	x	x	715	179	838	1,017
September — Septembre .....	x	x	881	168	988	1,156
October — Octobre .....	x	x	945	217	1,213	1,430
November — Novembre .....	x	x	1,018	170	927	1,097
December — Décembre .....	x	x	1,396	282	1,429	1,711
Annual — Total — Annuel ....	x	x	10,074	2,075	12,700	14,775
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	264	515	779	162	208	370
February — Février .....	235	236	471	100	125	225
March — Mars .....	262	319	581	152	219	371
April — Avril .....	373	430	803	257	348	605
May — Mai .....	323	370	693	226	381	607
June — Juin .....	332	495	827	308	272	580
July — Juillet .....	367	461	828	275	261	536
August — Août .....	377	413	790	215	326	541
September — Septembre .....	384	489	873	286	357	643
October — Octobre .....	492	575	1,067	289	368	657
November — Novembre .....	444	662	1,106	383	325	708
December — Décembre .....	800	728	1,528	447	270	717
Annual — Total — Annuel ....	4,653	5,693	10,346	3,100	3,460	6,560

TABLE 9. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 9. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin  
MANITOBA - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	x	x	940	238	853	1,091
February — Février .....	x	x	942	193	1,171	1,364
March — Mars .....	x	x	1,123	237	1,098	1,335
April — Avril .....	x	x	1,548	252	1,132	1,384
May — Mai .....	x	x	1,702	198	1,389	1,587
June — Juin .....	x	x	1,937	282	1,274	1,556
July — Juillet .....	x	x	1,796	226	1,088	1,314
August — Août .....	x	x	1,687	310	1,324	1,634
September — Septembre .....	x	x	1,764	240	2,424	2,664
October — Octobre .....	x	x	1,667	249	1,457	1,706
November — Novembre .....	x	x	1,607	287	1,694	1,981
December — Décembre .....	x	x	2,807	255	1,757	2,012
Annual — Total — Annuel ....	x	x	19,520	2,967	16,661	19,628
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	x	x	880	x	x	2,379
February — Février .....	x	x	797	x	x	2,480
March — Mars .....	x	x	617	x	x	2,403
April — Avril .....	x	x	322	x	x	2,880
May — Mai .....	x	x	637	x	x	2,674
June — Juin .....	x	x	291	x	x	2,604
July — Juillet .....	x	x	195	x	x	2,616
August — Août .....	x	x	193	x	x	2,588
September — Septembre .....	x	x	220	x	x	2,776
October — Octobre .....	x	x	453	x	x	2,788
November — Novembre .....	x	x	844	x	x	2,475
December — Décembre .....	x	x	1,333	x	x	3,961
Annual — Total — Annuel ....	x	x	6,782	x	x	32,624
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	x	x	490	x	x	13,518
February — Février .....	x	x	553	x	x	9,194
March — Mars .....	x	x	611	x	x	12,725
April — Avril .....	x	x	519	x	x	13,120
May — Mai .....	x	x	828	x	x	10,317
June — Juin .....	x	x	684	x	x	11,866
July — Juillet .....	x	x	696	x	xx	8,162
August — Août .....	x	x	749	x	x	10,337
September — Septembre .....	x	x	702	x	x	8,819
October — Octobre .....	x	x	778	x	x	8,684
November — Novembre .....	x	x	827	x	x	8,885
December — Décembre .....	x	x	1,878	x	x	13,100
Annual — Total — Annuel ....	x	x	9,315	x	x	128,727



TABLE 10. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 10. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966  
SASKATCHEWAN

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	16,049	49,039	65,088	x	x	12,290
February — Février .....	16,880	46,141	63,021	x	x	12,522
March — Mars .....	19,976	66,082	86,058	x	x	13,191
April — Avril .....	21,765	71,054	92,819	x	x	14,506
May — Mai .....	19,730	61,211	80,941	x	x	13,289
June — Juin .....	21,174	63,477	84,651	x	x	13,212
July — Juillet .....	20,309	61,926	82,235	x	x	14,070
August — Août .....	20,485	68,713	89,198	x	x	13,442
September — Septembre .....	22,463	64,470	86,933	x	x	14,858
October — Octobre .....	25,199	69,060	94,259	x	x	13,479
November — Novembre .....	26,044	64,033	90,077	x	x	13,288
December — Décembre .....	36,094	72,764	108,858	x	x	17,443
Annual — Total — Annuel ....	266,168	757,970	1,024,138	x	x	165,590
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	x	x	1,629	4,944	—	4,944
February — Février .....	x	x	1,529	5,224	—	5,224
March — Mars .....	x	x	1,873	6,936	—	6,936
April — Avril .....	x	x	1,859	6,890	—	6,890
May — Mai .....	x	x	1,901	6,342	—	6,342
June — Juin .....	x	x	2,541	6,642	—	6,642
July — Juillet .....	x	x	2,261	5,229	—	5,229
August — Août .....	x	x	2,435	6,627	—	6,627
September — Septembre .....	x	x	2,348	7,524	—	7,524
October — Octobre .....	x	x	2,165	8,569	—	8,569
November — Novembre .....	x	x	2,319	10,426	—	10,426
December — Décembre .....	x	x	2,303	11,704	—	11,704
Annual — Total — Annuel ....	x	x	25,163	87,057	—	87,057
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	661	5,336	5,997	725	254	979
February — Février .....	663	6,008	6,671	938	276	1,214
March — Mars .....	755	7,440	8,195	1,223	233	1,456
April — Avril .....	741	8,471	9,212	1,521	270	1,791
May — Mai .....	782	8,079	8,861	1,395	372	1,767
June — Juin .....	1,049	7,827	8,876	1,493	469	1,962
July — Juillet .....	991	7,988	8,979	1,437	451	1,888
August — Août .....	883	9,392	10,275	1,417	254	1,671
September — Septembre .....	719	9,149	9,868	1,868	1,453	1,740
October — Octobre .....	996	8,430	9,426	1,647	358	2,005
November — Novembre .....	938	8,415	9,353	1,694	377	2,071
December — Décembre .....	1,197	9,290	10,487	3,088	769	3,857
Annual — Total — Annuel ....	10,375	95,825	106,200	18,031	4,370	22,401

TABLE 10. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 10. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite  
SASKATCHEWAN-Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	12,622	12,622	x	x	10,105
February — Février .....	—	13,501	13,501	x	x	6,085
March — Mars .....	—	24,362	24,362	x	x	9,470
April — Avril .....	—	27,116	27,116	x	x	9,754
May — Mai .....	—	18,516	18,516	x	x	9,948
June — Juin .....	—	20,869	20,869	x	x	8,703
July — Juillet .....	—	17,343	17,343	x	x	12,886
August — Août .....	—	21,072	21,072	x	x	12,563
September — Septembre .....	—	19,546	19,546	x	x	10,588
October — Octobre .....	—	19,389	19,389	x	x	11,747
November — Novembre .....	—	17,455	17,455	x	x	10,611
December — Décembre .....	—	18,036	18,036	x	x	9,905
Annual — Total — Annuel ....	—	229,827	229,827	x	x	122,365
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	743	132	627	759
February — Février .....	x	x	545	149	479	628
March — Mars .....	x	x	643	149	641	790
April — Avril .....	x	x	834	209	876	1,085
May — Mai .....	x	x	670	222	819	1,041
June — Juin .....	x	x	665	218	650	868
July — Juillet .....	x	x	551	189	710	899
August — Août .....	x	x	639	187	577	764
September — Septembre .....	x	x	778	223	754	977
October — Octobre .....	x	x	968	316	1,002	1,318
November — Novembre .....	x	x	981	241	798	1,039
December — Décembre .....	x	x	1,412	442	1,065	1,507
Annual — Total — Annuel ....	x	x	9,429	2,677	8,998	11,675
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	x	x	896	72	235	307
February — Février .....	x	x	746	45	189	234
March — Mars .....	x	x	1,073	64	344	408
April — Avril .....	x	x	1,184	113	398	511
May — Mai .....	x	x	1,002	103	390	493
June — Juin .....	x	x	1,179	137	326	463
July — Juillet .....	x	x	1,199	120	332	452
August — Août .....	x	x	892	89	284	373
September — Septembre .....	x	x	1,024	128	422	550
October — Octobre .....	x	x	1,662	155	440	595
November — Novembre .....	x	x	1,746	177	451	628
December — Décembre .....	x	x	1,724	214	381	595
Annual — Total — Annuel ....	x	x	14,327	1,417	4,192	5,609

TABLE 10. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 10. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin  
SASKATCHEWAN - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January — Janvier .....	x	x	1,439	x	x	2,114
February — Février .....	x	x	1,473	x	x	1,587
March — Mars .....	x	x	1,687	x	x	2,005
April — Avril .....	x	x	2,008	x	x	1,378
May — Mai .....	x	x	2,131	x	x	1,399
June — Juin .....	x	x	2,225	x	x	1,089
July — Juillet .....	x	x	2,252	x	x	977
August — Août .....	x	x	1,914	x	x	2,297
September — Septembre .....	x	x	2,096	x	x	1,438
October — Octobre .....	x	x	2,324	x	x	2,221
November — Novembre .....	x	x	2,605	x	x	2,086
December — Décembre .....	x	x	4,328	x	x	2,214
Annual — Total — Annuel ....	x	x	26,482	x	x	20,805
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January — Janvier .....	x	x	846	x	x	1,988
February — Février .....	x	x	709	x	x	2,054
March — Mars .....	x	x	567	x	x	2,360
April — Avril .....	x	x	364	x	x	2,284
May — Mai .....	x	x	277	x	x	2,106
June — Juin .....	x	x	437	x	x	2,114
July — Juillet .....	x	x	302	x	x	2,079
August — Août .....	x	x	340	x	x	2,300
September — Septembre .....	x	x	641	x	x	2,550
October — Octobre .....	x	x	885	x	x	2,595
November — Novembre .....	x	x	861	x	x	2,096
December — Décembre .....	x	x	1,072	x	x	3,286
Annual — Total — Annuel ....	x	x	7,301	x	x	27 812
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January — Janvier .....	x	x	343	3,341	3,746	7,087
February — Février .....	x	x	350	3,575	4,374	7,949
March — Mars .....	x	x	390	4,376	6,276	10,652
April — Avril .....	x	x	479	4,909	6,655	11,564
May — Mai .....	x	x	557	4,216	6,425	10,641
June — Juin .....	x	x	632	4,683	7,491	12,174
July — Juillet .....	x	x	559	4,787	5,522	10,309
August — Août .....	x	x	454	4,592	6,548	11,140
September — Septembre .....	x	x	549	4,622	5,236	9,858
October — Octobre .....	x	x	573	5,577	8,761	14,338
November — Novembre .....	x	x	593	5,455	6,464	11,919
December — Décembre .....	x	x	1,740	9,409	7,836	17,245
Annual — Total — Annuel ....	x	x	7,219	59,542	75,334	134,876

TABLE 11. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 11. Commerce de détail, magasins à succursales et magasins indépendants  
suivant le genre de commerce, 1966

ALBERTA

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Total, all stores — Total, tous les magasins			Grocery and combination stores — Épiceries et épiceries-boucheries			
January — Janvier .....	37,883	81,353	119,236	x	x	24,393
February — Février .....	38,270	82,352	120,622	x	x	23,702
March — Mars .....	42,792	94,495	137,287	x	x	24,417
April — Avril .....	47,383	104,973	152,356	x	x	26,941
May — Mai .....	44,439	96,648	141,087	x	x	26,147
June — Juin .....	47,138	99,603	146,741	x	x	25,638
July — Juillet .....	42,034	95,993	138,027	x	x	29,020
August — Août .....	45,898	98,142	144,040	x	x	25,528
September — Septembre .....	51,158	94,333	145,491	x	x	29,538
October — Octobre .....	50,971	101,726	152,697	x	x	27,095
November — Novembre .....	53,898	99,788	153,686	x	x	27,287
December — Décembre .....	82,164	114,132	196,296	x	x	35,910
<b>Annual — Total — Annuel .....</b>	<b>584,028</b>	<b>1,163,538</b>	<b>1,747,566</b>	<b>x</b>	<b>x</b>	<b>325,616</b>
All other food stores — Tous les autres magasins d'aliments			Department stores — Grands magasins à rayons			
January — Janvier .....	58	1,804	1,862	14,154	—	14,154
February — Février .....	287	2,077	2,364	14,171	—	14,171
March — Mars .....	320	2,321	2,641	16,239	—	16,239
April — Avril .....	188	2,948	3,136	18,089	—	18,089
May — Mai .....	191	3,536	3,727	16,516	—	16,516
June — Juin .....	188	2,592	2,780	17,609	—	17,609
July — Juillet .....	191	3,262	3,453	12,585	—	12,585
August — Août .....	160	2,202	2,362	17,874	—	17,874
September — Septembre .....	185	2,738	2,923	20,445	—	20,445
October — Octobre .....	140	2,687	2,827	20,392	—	20,392
November — Novembre .....	205	2,548	2,753	23,346	—	23,346
December — Décembre .....	722	2,850	3,572	32,932	—	32,932
<b>Annual — Total — Annuel .....</b>	<b>2,835</b>	<b>31,565</b>	<b>34,400</b>	<b>224,352</b>	<b>—</b>	<b>224,352</b>
General stores — Magasins généraux			Variety stores — Magasins de variétés			
January — Janvier .....	x	x	5,260	1,706	464	2,170
February — Février .....	x	x	5,626	1,958	341	2,299
March — Mars .....	x	x	5,782	2,315	409	2,724
April — Avril .....	x	x	7,485	2,795	508	3,303
May — Mai .....	x	x	6,463	2,828	495	3,323
June — Juin .....	x	x	6,790	2,790	663	3,453
July — Juillet .....	x	x	6,325	3,026	470	3,496
August — Août .....	x	x	6,300	3,390	675	4,065
September — Septembre .....	x	x	6,466	3,065	432	3,497
October — Octobre .....	x	x	7,446	3,554	652	4,206
November — Novembre .....	x	x	6,390	4,044	612	4,656
December — Décembre .....	x	x	7,609	7,011	1,161	8,172
<b>Annual — Total — Annuel .....</b>	<b>x</b>	<b>x</b>	<b>77,942</b>	<b>38,482</b>	<b>6,882</b>	<b>45,364</b>



TABLE 11. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 11. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

ALBERTA - Continued - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	25, 151	25, 151	281	13, 139	13, 420
February — Février .....	—	27, 382	27, 382	235	10, 920	11, 155
March — Mars .....	—	35, 075	35, 075	341	12, 183	12, 524
April — Avril .....	—	36, 576	36, 576	343	12, 953	13, 296
May — Mai .....	—	31, 675	31, 675	129	13, 899	14, 028
June — Juin .....	—	35, 345	35, 345	117	12, 305	12, 422
July — Juillet .....	—	29, 492	29, 492	73	14, 152	14, 225
August — Août .....	—	26, 831	26, 831	100	16, 137	16, 237
September — Septembre .....	—	27, 199	27, 199	106	14, 222	14, 328
October — Octobre .....	—	27, 755	27, 755	90	16, 617	16, 707
November — Novembre .....	—	27, 209	27, 209	243	13, 859	14, 102
December — Décembre .....	—	29, 674	29, 674	258	13, 941	14, 199
Annual — Total — Annuel ....	—	359, 364	359, 364	2, 316	164, 327	166, 643
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	1, 989	666	1, 062	1, 728
February — Février .....	x	x	1, 369	589	818	1, 407
March — Mars .....	x	x	1, 565	640	1, 319	1, 959
April — Avril .....	x	x	1, 813	758	1, 503	2, 261
May — Mai .....	x	x	1, 776	829	1, 493	2, 322
June — Juin .....	x	x	1, 721	800	1, 617	2, 417
July — Juillet .....	x	x	1, 695	904	1, 263	2, 167
August — Août .....	x	x	1, 792	855	1, 452	2, 307
September — Septembre .....	x	x	1, 814	787	1, 191	1, 978
October — Octobre .....	x	x	2, 135	1, 069	1, 733	2, 802
November — Novembre .....	x	x	2, 284	974	1, 381	2, 355
December — Décembre .....	x	x	3, 523	1, 601	1, 910	3, 511
Annual — Total — Annuel ....	x	x	23, 476	10, 472	16, 742	27, 214
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	x	x	1, 201	279	614	893
February — Février .....	x	x	1, 155	197	542	739
March — Mars .....	x	x	1, 149	299	698	997
April — Avril .....	x	x	1, 328	381	867	1, 248
May — Mai .....	x	x	1, 361	377	928	1, 305
June — Juin .....	x	x	1, 565	405	859	1, 264
July — Juillet .....	x	x	1, 532	381	772	1, 153
August — Août .....	x	x	1, 523	357	966	1, 323
September — Septembre .....	x	x	1, 555	382	844	1, 226
October — Octobre .....	x	x	1, 604	413	1, 026	1, 439
November — Novembre .....	x	x	1, 885	442	846	1, 288
December — Décembre .....	x	x	2, 573	560	1, 026	1, 586
Annual — Total — Annuel ....	x	x	18, 431	4, 473	9, 988	14, 461

TABLE 11. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 11. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin  
ALBERTA - Concluded - fin

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
	Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires		
January - Janvier .....	140	1,571	1,711	x	x	3,435
February - Février .....	183	1,831	2,014	x	x	3,104
March - Mars .....	234	1,910	2,144	x	x	3,384
April - Avril .....	297	2,341	2,638	x	x	3,920
May - Mai .....	295	2,899	3,194	x	x	2,982
June - Juin .....	301	3,222	3,523	x	x	4,182
July - Juillet .....	265	2,071	2,336	x	x	2,823
August - Août .....	288	2,604	2,892	x	x	4,510
September - Septembre .....	284	2,621	2,905	x	x	3,519
October - Octobre .....	370	2,594	2,964	x	x	4,092
November - Novembre .....	336	2,444	2,780	x	x	3,923
December - Décembre .....	489	3,741	4,230	x	x	4,357
Annual - Total - Annuel ....	3,482	29,849	33,331	x	x	44,231
	Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies		
January - Janvier .....	x	x	701	659	3,345	4,004
February - Février .....	x	x	823	540	3,274	3,814
March - Mars .....	x	x	329	550	3,587	4,137
April - Avril .....	x	x	442	547	3,904	4,451
May - Mai .....	x	x	689	672	3,587	4,259
June - Juin .....	x	x	833	626	3,593	4,219
July - Juillet .....	x	x	443	540	3,885	4,425
August - Août .....	x	x	283	527	3,507	4,034
September - Septembre .....	x	x	429	680	3,688	4,368
October - Octobre .....	x	x	971	704	4,168	4,872
November - Novembre .....	x	x	1,221	652	3,367	4,019
December - Décembre .....	x	x	885	889	5,320	6,209
Annual - Total - Annuel ....	x	x	8,049	7,586	45,225	52,811
	Jewellery stores — Bijouteries			All other stores — Tous les autres magasins		
January - Janvier .....	270	704	974	x	x	16,190
February - Février .....	270	625	895	x	x	18,603
March - Mars .....	353	759	1,112	x	x	21,109
April - Avril .....	343	774	1,117	x	x	24,312
May - Mai .....	395	871	1,266	x	x	20,084
June - Juin .....	454	766	1,220	x	x	21,760
July - Juillet .....	374	871	1,245	x	x	21,612
August - Août .....	420	765	1,185	x	x	24,994
September - Septembre .....	444	914	1,358	x	x	21,943
October - Octobre .....	454	960	1,414	x	x	23,976
November - Novembre .....	573	1,021	1,594	x	x	26,594
December - Décembre .....	1,608	2,591	4,199	x	x	33,155
Annual - Total - Annuel ....	5,958	11,621	17,579	x	x	274,302

TABLE 12. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966

TABLEAU 12. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966

BRITISH COLUMBIA - COLOMBIE-BRITANNIQUE

Month Mois	Chain stores Magasins à succursales	Independent stores Magasins indépendants	All stores Tous les magasins	Chain stores Magasins à succursales	Independent stores Magasins indépendants	All stores Tous les magasins
thousands of dollars - milliers de dollars						
Total, all stores Total, tous les magasins			Grocery and combination stores Épiceries et épiceries-boucheries			
January - Janvier .....	62,312	108,343	170,655	22,449	17,290	39,739
February - Février .....	61,058	107,562	168,620	21,657	15,613	37,270
March - Mars .....	69,622	120,915	190,537	23,879	18,670	42,549
April - Avril .....	80,467	125,377	205,844	26,925	18,446	45,371
May - Mai .....	71,977	121,518	193,495	23,539	17,819	41,358
June - Juin .....	73,655	124,087	197,742	26,207	18,790	44,997
July - Juillet .....	75,593	127,854	203,447	25,075	19,553	44,628
August - Août .....	77,538	128,077	205,615	24,615	20,005	44,620
September - Septembre .....	84,664	121,722	206,386	26,137	18,842	44,979
October - Octobre .....	80,434	122,963	203,397	24,249	18,791	43,040
November - Novembre .....	86,705	119,497	206,202	24,232	17,530	41,762
December - Décembre .....	126,824	142,346	269,170	31,175	21,082	52,257
Annual - Total - Annuel ....	950,849	1,470,261	2,421,110	300,139	222,431	522,570
All other food stores Tous les autres magasins d'aliments			Department stores Grands magasins à rayons			
January - Janvier .....	x	x	6,624	23,913	-	23,913
February - Février .....	x	x	6,593	23,040	-	23,040
March - Mars .....	x	x	7,657	26,742	-	26,742
April - Avril .....	x	x	8,488	31,977	-	31,977
May - Mai .....	x	x	7,337	27,740	-	27,740
June - Juin .....	x	x	8,171	25,038	-	25,038
July - Juillet .....	x	x	7,557	28,075	-	28,075
August - Août .....	x	x	8,522	30,535	-	30,535
September - Septembre .....	x	x	7,495	36,313	-	36,313
October - Octobre .....	x	x	8,819	33,489	-	33,489
November - Novembre .....	x	x	8,668	40,402	-	40,402
December - Décembre .....	x	x	10,696	54,954	-	54,954
Annual - Total - Annuel .....	x	x	96,627	382,218	-	382,218
General stores Magasins généraux			Variety stores Magasins de variétés			
January - Janvier .....	47	3,772	3,819	1,520	612	2,132
February - Février .....	2	3,777	3,779	1,615	651	2,266
March - Mars .....	26	3,868	3,894	1,887	673	2,560
April - Avril .....	65	4,709	4,774	2,594	791	3,385
May - Mai .....	123	5,308	5,431	2,439	723	3,162
June - Juin .....	185	5,941	6,126	2,576	804	3,380
July - Juillet .....	425	5,409	5,834	2,635	815	3,450
August - Août .....	234	5,485	5,719	2,676	851	3,527
September - Septembre .....	138	5,015	5,153	2,673	933	3,606
October - Octobre .....	38	5,405	5,443	2,581	844	3,425
November - Novembre .....	43	5,216	5,259	2,803	834	3,637
December - Décembre .....	44	6,371	6,415	5,356	1,906	7,262
Annual - Total - Annuel .....	1,370	60,276	61,646	31,355	10,437	41,792

TABLE 12. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Continued

TABLEAU 12. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - suite

BRITISH COLUMBIA - Continued - COLOMBIE-BRITANNIQUE - suite

Month — Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars — milliers de dollars						
Motor vehicle dealers — Marchands d'automobiles			Service stations and garages — Postes d'essence et garages			
January — Janvier .....	—	30,650	30,650	304	14,443	14,747
February — Février .....	—	35,223	35,223	301	15,263	15,564
March — Mars .....	—	36,416	36,416	625	14,739	15,364
April — Avril .....	—	36,023	36,023	372	20,299	20,671
May — Mai .....	—	34,392	34,392	357	19,459	19,796
June — Juin .....	—	39,393	39,393	357	18,950	19,307
July — Juillet .....	—	37,347	37,347	387	20,838	21,225
August — Août .....	—	38,682	38,682	350	17,622	17,972
September — Septembre .....	—	28,696	28,696	355	17,072	17,427
October — Octobre .....	—	31,473	31,473	396	18,048	18,444
November — Novembre .....	—	34,200	34,200	363	15,920	16,283
December — Décembre .....	—	35,532	35,532	384	16,632	17,016
Annual — Total — Annuel .....	—	418,027	418,027	4,551	209,265	213,816
Men's clothing stores — Magasins de vêtements pour hommes			Women's clothing stores — Magasins de vêtements pour femmes			
January — Janvier .....	x	x	2,957	954	1,911	2,865
February — Février .....	x	x	1,912	758	1,314	2,072
March — Mars .....	x	x	1,664	898	1,679	2,577
April — Avril .....	x	x	2,297	1,025	2,071	3,096
May — Mai .....	x	x	2,255	1,339	1,487	2,826
June — Juin .....	x	x	2,179	1,173	1,423	2,596
July — Juillet .....	x	x	2,503	1,286	1,432	2,718
August — Août .....	x	x	2,240	954	1,569	2,523
September — Septembre .....	x	x	2,329	1,284	1,972	3,256
October — Octobre .....	x	x	2,256	1,469	1,864	3,333
November — Novembre .....	x	x	2,543	1,278	2,273	3,551
December — Décembre .....	x	x	4,632	2,201	2,888	5,089
Annual — Total — Annuel .....	x	x	29,767	14,619	21,883	36,502
Family clothing stores — Magasins de vêtements pour la famille			Shoe stores — Magasins de chaussures			
January — Janvier .....	591	1,085	1,676	455	1,129	1,584
February — Février .....	475	632	1,107	263	824	1,087
March — Mars .....	557	763	1,320	338	882	1,220
April — Avril .....	746	1,127	1,873	468	1,148	1,616
May — Mai .....	707	1,054	1,761	467	1,100	1,567
June — Juin .....	725	1,099	1,824	486	885	1,371
July — Juillet .....	855	1,224	2,079	505	1,159	1,664
August — Août .....	860	1,359	2,219	482	1,152	1,634
September — Septembre .....	844	1,535	2,379	570	1,408	1,978
October — Octobre .....	1,135	1,598	2,733	509	1,094	1,603
November — Novembre .....	841	1,423	2,264	482	1,020	1,502
December — Décembre .....	1,483	2,329	3,812	785	1,438	2,223
Annual — Total — Annuel .....	9,819	15,228	25,047	5,810	13,239	19,049



TABLE 12. Retail Trade, Chain and Independent Stores, by Kind of Business, 1966 - Concluded

TABLEAU 12. Commerce de détail, magasins à succursales et magasins indépendants, suivant le genre de commerce, 1966 - fin

BRITISH COLUMBIA - Concluded - COLOMBIE-BRITANNIQUE - fin

Month Mois	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins	Chain stores — Magasins à succursales	Independent stores — Magasins indépendants	All stores — Tous les magasins
thousands of dollars - milliers de dollars						
Hardware stores — Quincailleries			Furniture, television, radio and appliance stores — Magasins de meubles, téléviseurs, radio et accessoires			
January - Janvier .....	122	1,274	1,396	792	3,848	4,640
February - Février .....	264	1,333	1,597	696	3,672	4,360
March - Mars .....	227	1,557	1,784	726	4,216	3,942
April - Avril .....	196	2,225	2,421	854	4,354	5,208
May - Mai .....	302	2,280	2,582	749	3,780	4,529
June - Juin .....	417	2,523	2,940	887	3,934	4,821
July - Juillet .....	436	2,470	2,906	840	3,954	4,794
August - Août .....	367	2,332	2,699	904	3,826	4,730
September - Septembre .....	458	2,622	3,080	924	4,488	5,412
October - Octobre .....	314	2,520	2,834	801	3,808	4,609
November - Novembre .....	217	2,190	2,407	1,080	4,003	5,083
December - Décembre .....	499	3,648	4,147	1,229	5,613	6,842
Annual - Total - Annuel ....	3,819	26,974	30,793	10,482	49,496	59,978
Fuel dealers — Marchands de combustibles			Drug stores — Pharmacies			
January - Janvier .....	621	3,433	4,054	1,482	3,381	4,863
February - Février .....	574	2,840	3,414	1,525	3,530	5,055
March - Mars .....	558	3,100	3,658	1,736	3,830	5,566
April - Avril .....	435	1,989	2,424	1,809	3,733	5,542
May - Mai .....	422	1,752	2,174	1,618	3,661	5,279
June - Juin .....	405	1,557	1,962	1,629	3,682	5,311
July - Juillet .....	346	1,007	1,353	1,589	4,132	5,721
August - Août .....	363	1,062	1,425	1,702	4,050	5,752
September - Septembre .....	428	971	1,399	1,747	3,951	5,698
October - Octobre .....	522	1,835	2,357	1,824	3,986	5,810
November - Novembre .....	711	2,767	3,478	1,658	3,741	5,399
December - Décembre .....	647	3,099	3,746	2,650	5,189	7,839
Annual - Total - Annuel ....	6,032	25,412	31,444	20,969	46,866	67,835
Jewellery stores — Bijouteries			All other stores — Tous les autres magasins			
January - Janvier .....	367	1,162	1,529	x	x	23,467
February - Février .....	344	911	1,255	x	x	23,018
March - Mars .....	389	1,222	1,611	x	x	31,013
April - Avril .....	455	1,032	1,487	x	x	29,191
May - Mai .....	544	1,089	1,633	x	x	29,673
June - Juin .....	593	1,263	1,856	x	x	26,470
July - Juillet .....	514	1,436	1,950	x	x	29,643
August - Août .....	581	1,360	1,941	x	x	30,875
September - Septembre .....	527	1,240	1,767	x	x	35,419
October - Octobre .....	513	1,080	1,593	x	x	32,136
November - Novembre .....	668	1,535	2,203	x	x	27,561
December - Décembre .....	1,955	4,371	6,326	x	x	40,382
Annual - Total - Annuel ....	7,450	17,701	25,151	x	x	358,848

## KIND OF BUSINESS COMPOSITION

1. **Grocery and combination stores:** grocery stores, without fresh meat; combination stores (grocery stores, with fresh meat).
2. **Other food stores:** bakery product stores; candy, nut stores; confectionery stores; dairy products stores; egg and poultry stores; fruit and vegetable stores; meat markets; fish markets; food stores with other merchandise; delicatessen stores; other food stores.
3. **Department stores:** department stores; mail order offices or houses of department stores; non-department stores of department store firms.
4. **General stores:** general stores (more than one-third food).
5. **Variety stores:** variety stores.
6. **Motor vehicle dealers:** automobile dealers; automobile dealers, with wholesale car departments; automobile dealers, with farm implements.
7. **Service stations and garages:** service stations; garages.
8. **Men's clothing stores:** men's and boys' clothing and clothing and furnishings stores; men's and boys' furnishings stores; men's and boys' hat stores; custom tailors.
9. **Women's clothing stores:** women's ready-to-wear stores; lingerie and hosiery stores; accessories and other apparel stores.
10. **Family clothing stores:** family clothing and furnishings stores.
11. **Shoe stores:** men's shoe stores; women's shoe stores; children's and infants' shoe stores; family shoe stores.
12. **Hardware stores:** hardware stores; hardware and farm implement stores.
13. **Furniture, television, radio and appliance stores:** furniture and undertaker stores; furniture stores; household appliance stores; furniture, television, radio and appliance stores.
14. **Fuel dealers:** fuel dealers (other than oil); fuel oil dealers.
15. **Drug stores:** drug stores, without restaurant; drug stores, with restaurant.
16. **Jewellery stores:** jewellery stores.
17. **All other stores:** all other stores not specified above.

## COMPOSITION DES GENRES DE COMMERCE

1. **Épicerie et épicerie-boucherie:** épicerie, sans viande fraîche; épicerie-boucherie (épicerie avec viande fraîche).
2. **Autres magasins alimentaires:** boulangerie et produits; magasins de bonbons et noix; confiseries; magasins de produits laitiers; magasins d'oeufs et volailles; magasins de fruits et légumes; boucheries; poissonneries; magasins d'aliments et autres marchandises; charcuteries; autres magasins d'aliments.
3. **Grands magasins à rayons:** grands magasins (à rayons); comptoirs postaux des grands magasins (à rayons); établissements (non à rayons) des grands magasins.
4. **Magasins généraux:** magasins généraux (plus d'un tiers d'aliments).
5. **Magasins de variétés:** magasins de variétés.
6. **Marchands d'automobiles:** marchands d'automobiles; marchands d'automobiles avec divisions d'automobiles en gros; marchands d'automobiles et machines agricoles.
7. **Postes d'essence et garages:** postes d'essence; garages.
8. **Magasins de vêtements pour hommes:** magasins de vêtements et merceries pour hommes et garçons; magasins de merceries pour hommes et garçons; chapeliers pour hommes et garçons; tailleurs sur mesures.
9. **Magasins de vêtements pour femmes:** magasins de confection pour femmes; magasins de bas et lingerie; magasins d'accessoires et autres vêtements.
10. **Magasins de vêtements pour la famille:** magasins de vêtements et merceries pour la famille.
11. **Magasins de chaussures:** magasins de chaussures pour hommes; magasins de chaussures pour femmes; magasins de chaussures pour enfants et bébés; magasins de chaussures pour la famille.
12. **Quincailleries:** quincailleries; quincaillerie et instruments agricoles.
13. **Magasins de meubles, téléviseurs, radio et accessoires:** magasins de meubles et pompes funèbres; magasins de meubles; magasins d'appareils ménagers; magasins de meubles, téléviseurs, radios et accessoires.
14. **Marchands de combustibles:** marchands de combustibles (autres que l'huile); marchands d'huile de chauffage.
15. **Pharmacies:** pharmacies sans restaurant; pharmacies avec restaurant.
16. **Bijouteries:** bijouteries.
17. **Tous autres magasins:** tous autres magasins non classés ailleurs.

CONFIDENTIAL

DOMINION BUREAU OF STATISTICS

OTTAWA

Merchandising and Services Division

Please return one  
completed copy within  
one month of receipt

RETAIL TRADE  
ANNUAL REPORT  
1966

Please correct any mistakes in Name or Address

Taken in conformity with the requirements of the Statistics  
Act, Chapter 257, Revised Statutes of Canada, 1952.

INSTRUCTIONS

- (1) If you did not operate a full year, please complete this report for that part of the year during which you were in business.  
(2) Please report on a calendar-year base if at all possible or for the fiscal period closest to December 31, 1966.

1. NUMBER OF OUTLETS:

How many retail outlets were operated by this firm in Canada during 1966? .....

2. DESCRIPTION OF BUSINESS:

(If more than one outlet was operated, give details only for the one identified above.)

(Define your business as it is generally known to the public. Examples: grocery store, combination grocery and meat store, fruit and vegetable store, household appliance store, fuel business, women's apparel store, men's clothing store, family clothing store, children's clothing store, hardware, jewellery store, garage, filling station, etc.)

(a) Kind of business .....

(b) To better classify your business, please indicate the percentage of the main commodity groups sold.

Example: groceries, 55%; men's clothing, 5%; hardware, 25%; drugs, 15%.

..... % ..... % ..... % .....

3. NET SALES OR RECEIPTS:

Include all service receipts and gross sales of merchandise less returns, cash and trade discounts, and allowances other than trade-ins. Also include proprietors' withdrawals of goods for their own use at retail prices. **Exclude** direct sales taxes and non-trading revenues, such as dividends, rent, bad debts recovered, etc. .... \$ .....

State approximate percentage of sales, if any, made at the wholesale level - i.e., goods sold to other establishments for resale or for their own consumption such as farmers, contractors, manufacturers, government, institutions, etc. .... % .....

4. INVENTORY:

Report inventory of Merchandise for Re-Sale, end of year, at cost. Exclude store supplies on hand ..... \$ .....

If other than December 31, please indicate date .....

5. ACCOUNTS AND NOTES RECEIVABLE:

Report the amount of money owing to you by your customers from all credit accounts at the end of the year. Report total receivables before provision for bad debts. Do not include unearned income from financial charges nor the amount owing on accounts sold or assigned to financial institutions or accounts collected by suppliers.

Total customers' accounts owing to you at the end of the year ..... \$ .....

CERTIFICATE

This is to certify that the information contained in this schedule is correct and complete to the best of my knowledge and belief, and covers

the period from ..... 19 ..... to ..... 19 .....

Signature and title of  
person furnishing  
information

{ Name .....  
Title .....

Date of this report ..... 1967

REMARKS

CONFIDENTIEL

BUREAU FÉDÉRAL DE LA STATISTIQUE  
OTTAWA  
Division du commerce et des services

Prière de renvoyer une  
copie dans le mois qui  
suit la réception du  
questionnaire

COMMERCE DE DÉTAIL  
RAPPORT ANNUEL  
1966

Prière de corriger toute erreur de nom ou d'adresse

Effectué en conformité des dispositions du chapitre 257 de la  
loi de 1952 sur la statistique, Statuts révisés du Canada.

INSTRUCTIONS

- 1) Si vous n'avez pas été en affaires durant toute l'année, prière de compléter le présent rapport pour la partie de l'année où vous l'avez été.
- 2) Prière de faire rapport, si possible, d'après l'année civile ou d'après l'exercice financier qui se termine le plus près du 31 décembre 1966.

1. NOMBRE DE DÉBOUCHÉS:

Combien de débouchés de détail étaient exploités au Canada par cette maison en 1966? .....

2. DESCRIPTION DE L'ENTREPRISE:

(Si plus d'un débouché a été exploité, ne donnez de renseignements que pour celui qui est indiqué ci-dessus.)

(Définir votre entreprise comme elle est généralement connue du public. Exemples: épicerie, épicerie-boucherie, magasin de fruits et légumes, magasin d'appareils ménagers, commerce de combustibles, magasin de vêtements pour femmes, magasin de vêtements pour hommes, magasin de vêtements pour la famille, magasin de vêtements pour enfants, quincaillerie, bijouterie, garage, poste d'essence, etc.)

a) Genre d'entreprise .....

b) Afin de mieux classer votre entreprise, prière d'indiquer le pourcentage des principaux groupes de marchandises vendues.

Exemple: épicerie, 55%; vêtements pour hommes, 5%; quincaillerie, 25%; produits pharmaceutiques, 15%.

..... % ..... % ..... % ..... %

3. a) VENTES OU RECETTES NETTES:

Inclure toutes les recettes provenant de services rendus ainsi que le montant brut des ventes de marchandises, moins les reprises, les escomptes au comptant et commerciaux et les remises autres que les allocations d'échange. Inclure, au prix de détail, les marchandises converties à leur propre usage par les propriétaires. Exclure les taxes de vente directes et les recettes d'autres sources que le commerce, telles que: dividendes, loyers, mauvaises créances recouvrées, etc. .... \$

Donner le pourcentage approximatif des ventes en gros s'il y en a eu - i.e. marchandises vendues à d'autres établissements pour la revente ou pour leur propre consommation comme les agriculteurs, les entrepreneurs, les manufacturières, les gouvernements, les institutions, etc. .... %

4. STOCK:

Stock de marchandises pour la revente, à la fin de l'année, au prix de revient.

Exclure les fournitures de magasin en mains ..... \$

Si la date est autre que le 31 décembre, prière de l'indiquer .....

5. COMPTES ET BILLETS À RECEVOIR:

Déclarer la somme qui vous était due par vos clients à l'égard de tous vos comptes à crédit à la fin de l'année. Déclarer le total à recevoir avant de faire la provision pour les mauvaises créances. Ne pas inclure le revenu non gagné provenant des frais de financement, ni le montant dû sur les comptes vendus ou cédés aux institutions financières, ni les comptes perçus par les fournisseurs.

Comptes globaux des clients qui vous étaient dus à la fin de l'année ..... \$

CERTIFICAT

Je déclare que les renseignements donnés dans le présent rapport sont de bonne foi et, autant que je sache, complets et exacts, et qu'ils

s'appliquent à la période s'étendant du ..... 19 ..... au ..... 19 .....

Signature et fonction  
de la personne qui a  
fourni les renseignements

{ Signature .....

{ Fonction .....

Date du présent rapport ..... 1967

REMARQUES



















NOV 16 1982



